AUDIENCE RESEARCH INSTITUTE

CONTINUING AUDIT OF MARQUEE VALUES

NO. 9

A REPORT ON PERSONALITY VALUES

FOR

JANUARY, 1942

HOW THE AUDIT WORKS

The charts in this volume reflect the changing marquee values of fifty-eight actors. "Marquee value" in our definition means power to sell tickets, and each actor is evaluated in those terms.

The procedure employed in the AUDIT is to show theatergoers a roster of names and to ask them which names on the front of a theater would make them want to buy a ticket. Straightforward and simple though this procedure may appear, it embodies the solution of many difficult technical problems.

First and foremost is the problem of whom to interview—the cross-section. It is necessary to interview persons whose combined answers will accurately mirror the tastes of the entire ticket-buying public. In effect, we have to interview the national motion picture audience *in miniature.*

For example, we have discovered that 88 per cent of the tickets sold in the United States are bought by persons whose family income is lower than $50 a week. So 88 per cent of the persons we interview have a family income lower than $50 a week.

Again, anybody who attempts to apply research methods to the study of marquee values will fail at the outset without an intimate knowledge of the *age* distribution of ticket-buyers. We have discovered that 65 per cent of all tickets are bought by persons under thirty years of age. So 65 per cent of the persons interviewed in this AUDIT are under thirty.

In the same way, the distribution of our interviews by sex, by size of community, and by geographical location exactly parallels the box-office contribution of these segments of the population.

The actual number of ticket-buyers interviewed for this edition of the AUDIT was so great that, if the entire movie-going population of the United States had been interviewed, the odds are 965 in 1000 that none of the results would have differed by more than 3 per cent from the actual results reported in this volume.

Another technical problem which had to be solved before we could embark on the measurement of marquee values was the problem of *wording the question.* For example, if you use the words "movie star," you not only inflate the vote for the prototype "movie stars," such as Garbo, Crawford, and Dietrich, but you also fail to bring out the vote for such personalities as Hope, Benny, Crosby, O'Brien, and Beery, none of whom are commonly associated with the words "movie star." So we had to find another word.

Then there is the problem of memory. With any question which makes it necessary for the respondent to use his memory, you find that there is a tendency to name those players who, by reason of recent publicity, come first to mind. So we had to evolve a procedure which would eliminate the memory factor.

It must be emphasized that the procedure actually employed by the INSTITUTE does not measure *talent*, nor any of the other factors which influence the value of an actor. It measures only *power to sell tickets.*

Until the advent of the INSTITUTE'S CONTINUING AUDIT, producers had to rely on sources of information which were at best inexact—at worst completely inaccurate. These sources included among others:

1. BOX-OFFICE

   The verdict of the box-office is inconclusive because it is a *blanket* verdict. It leaves the producer guessing as to which of the many factors involved were really responsible for a picture's failure or success.

   Consider Spencer Tracy. During the last two years he has made EDISON, BOOM TOWN, MEN OF BOYS TOWN, DR. JEKYLL and WOMAN OF THE YEAR. If you had to rely solely on box-office grosses to estimate Tracy's marquee value, you would have five estimates so divergent as to be irreconcilable.

   Again, consider Walter Pidgeon. You may know how much HOW GREEN WAS MY VALLEY has grossed, but you cannot know how much of the credit is due to Pidgeon and how much to the various other factors involved.

   If the box-office were a reliable guide to marquee values, how would you explain PARNELL?

2. EXHIBITORS

The exhibitor, being human, is strongly influenced by his own personal likes and dislikes. As a rule he is a male, in the age-groups 30 to 60, and in the upper-middle income-group. That explains why exhibitor polls overvalue the personalities who especially appeal to this particular age-sex-economic segment. That is why Wallace Beery recently emerged nineteenth in a poll of exhibitors when the ticket-buying public rank him thirty-fourth. Conversely, exhibitors show a marked tendency to under-estimate the stars who do not appeal to them. Being men, they do not rank Barbara Stanwyck among the first sixty.

Such examples demonstrate that the average exhibitor, in attempting to guess his customers' tastes, is strongly influenced by his own.*

Then again, the exhibitor, like the producer, has a hard time unscrambling the many different factors which bring his customers to see any given picture. For example, in the case of PHILADELPHIA STORY, how could any exhibitor know the number of tickets sold by Hepburn, by Grant, by Stewart, by Philip Barry, by Cukor?

3. NEWSPAPER POLLS

It was no surprise when the most famous of all newspaper polls—that conducted by the New York DAILY NEWS—was obliged to commit hari-kari after placing Sonja Henie in second place and Richard Greene in ninth. Such polls rely on ballots mailed in by readers. They have been found to draw the bulk of their votes from young females, who do not constitute a representative cross-section of the ticket-buying public. Furthermore, newspaper polls are subject to uncontrolled ballot-stuffing.

4. FAN MAIL

It is evident that writing fan letters to movie stars is not the normal habit of the average American. Those who indulge in it do not comprise a true cross-section of the ticket-buying public. Dr. Leo Rosten reports that 90 per cent of all fan letters come from persons under 21; and between 85 and 90 per cent come from girls.

Furthermore, there are some types of personality which attract a volume of fan mail out of all proportion to their marquee value.

5. PERSONAL PUBLICITY

A glance at the charts contained in this volume will show that some actors are rated higher by Hollywood than by the public. One factor which tends to confuse the producer in estimating a star's popularity is the volume of his personal publicity.

* * * * * * *

The INSTITUTE'S CONTINUING AUDIT OF MARQUEE VALUES is the most realistic source of information available today. It is believed that this AUDIT is unique for the following reasons:

1. It is the only study in which the people interviewed constitute an accurate cross-section of the actual theatergoing public.
2. The results are obtained by personal interviews instead of by mailed questionnaires.
3. The information contained in the AUDIT is based on questions entirely different from those used in previous attempts to measure personality values. They were evolved only after long experimentation.
4. The fact that the AUDIT is continuous instead of occasional enables the INSTITUTE to measure the effect of each picture upon the marquee value of the personalities appearing in it.
5. Each personality's rating is analyzed to reveal variations by age, sex, income, size of community, and geographical region. (See Separate Volume)

* We find that only one theatergoer in five knows the name of his exhibitor, while only one in ten has ever discussed movies with him.

The Following Actors
Have Registered The Most Notable Gains
Since October, 1941

GARY COOPER

HUMPHREY BOGART

WALTER PIDGEON

DOUGLAS FAIRBANKS, JR.

JOHN PAYNE

DOLLAR INDEX OF MARQUEE VALUES

JANUARY, 1942

The following table shows the relative value per picture of fifty-eight actors and fifty-three actresses, as reflected in their power to sell tickets. In compiling this table, we have translated each player's vote into dollars, using the arbitrary formula that the average of the first twenty players rates $150,000 per picture.

In many cases the prices shown in this table differ markedly from the actual prices commanded by the players concerned. In this connection it must be remembered that the Institute's AUDIT measures only *power to sell tickets*. It does not take into account any of the other factors which, rightly or wrongly, influence the price of talent.

OVER $150,000

1.	Gable, Clark	$210,000
2.	Tracy, Spencer	207,000
3.	Rooney, Mickey	200,000
4.	Cooper, Gary	193,000
5.	Davis, Bette	188,000
6.	Hope, Bob	162,000
6.	Stewart, James	162,000
8.	Abbott & Costello	159,000
9.	Flynn, Errol	157,000
10.	Garland, Judy	152,000

$100,000 to $150,000

11.	Grant, Cary	142,000
12.	Turner, Lana	133,000
13.	Crosby, Bing	129,000
13.	Power, Tyrone	129,000
15.	Cagney, James	125,000
16.	Durbin, Deanna	114,000
16.	Grable, Betty	114,000
18.	Bogart, Humphrey	110,000
18.	De Havilland, Olivia	110,000
18.	Loy, Myrna	110,000
18.	Powell, William	110,000
22.	Sheridan, Ann	108,000
23.	Rogers, Ginger	103,000
23.	Stanwyck, Barbara	103,000
25.	Carroll, Madeleine	101,000
25.	Leigh, Vivien	101,000

$75,000 to $100,000

27.	Boyer, Charles	99,000
27.	Pidgeon, Walter	99,000
27.	Russell, Rosalind	99,000
30.	Benny, Jack	97,000
30.	Taylor, Robert	97,000
32.	Colbert, Claudette	95,000
33.	Fonda, Henry	93,000
34.	Beery, Wallace	89,000
34.	MacDonald, Jeanette	89,000
34.	Montgomery, Robert	89,000
37.	Lamour, Dorothy	87,000
37.	O'Brien, Pat	87,000
39.	Lamarr, Hedy	86,000
40.	Colman, Ronald	84,000
40.	Faye, Alice	84,000
40.	Muni, Paul	84,000
43.	Ameche, Don	82,000
44.	Henie, Sonja	81,000
44.	March, Fredric	81,000
46.	Young, Loretta	78,000
47.	Raft, George	75,000
47.	Robinson, Edward G.	75,000

$50,000 to $75,000

49.	Garfield, John	73,000
49.	Garson, Greer	73,000
51.	Dunne, Irene	72,000
51.	Hepburn, Katharine	72,000
53.	Douglas, Melvyn	71,000
53.	Laughton, Charles	71,000
53.	Shearer, Norma	71,000
56.	Welles, Orson	69,000
57.	Eddy, Nelson	68,000
57.	Kyser, Kay	68,000
59.	Brent, George	66,000
59.	Fairbanks, Douglas, Jr.	66,000
59.	Sullavan, Margaret	66,000
62.	Astaire, Fred	63,000
62.	Bennett, Joan	63,000
62.	Hayworth, Rita	63,000
62.	MacMurray, Fred	63,000
62.	Sothern, Ann	63,000
62.	Young, Robert	63,000
68.	Lane, Priscilla	59,000
68.	Payne, John	59,000
68.	Tierney, Gene	59,000
71.	Marshall, Herbert	57,000
71.	Milland, Ray	57,000
73.	Ayres, Lew	54,000
74.	Darnell, Linda	52,000
74.	Goddard, Paulette	52,000
74.	Olivier, Laurence	52,000
74.	Reagan, Ronald	52,000
78.	Arthur, Jean	50,000
78.	Bergman, Ingrid	50,000
78.	Crawford, Joan	50,000
78.	Oakie, Jack	50,000

$25,000 to $50,000

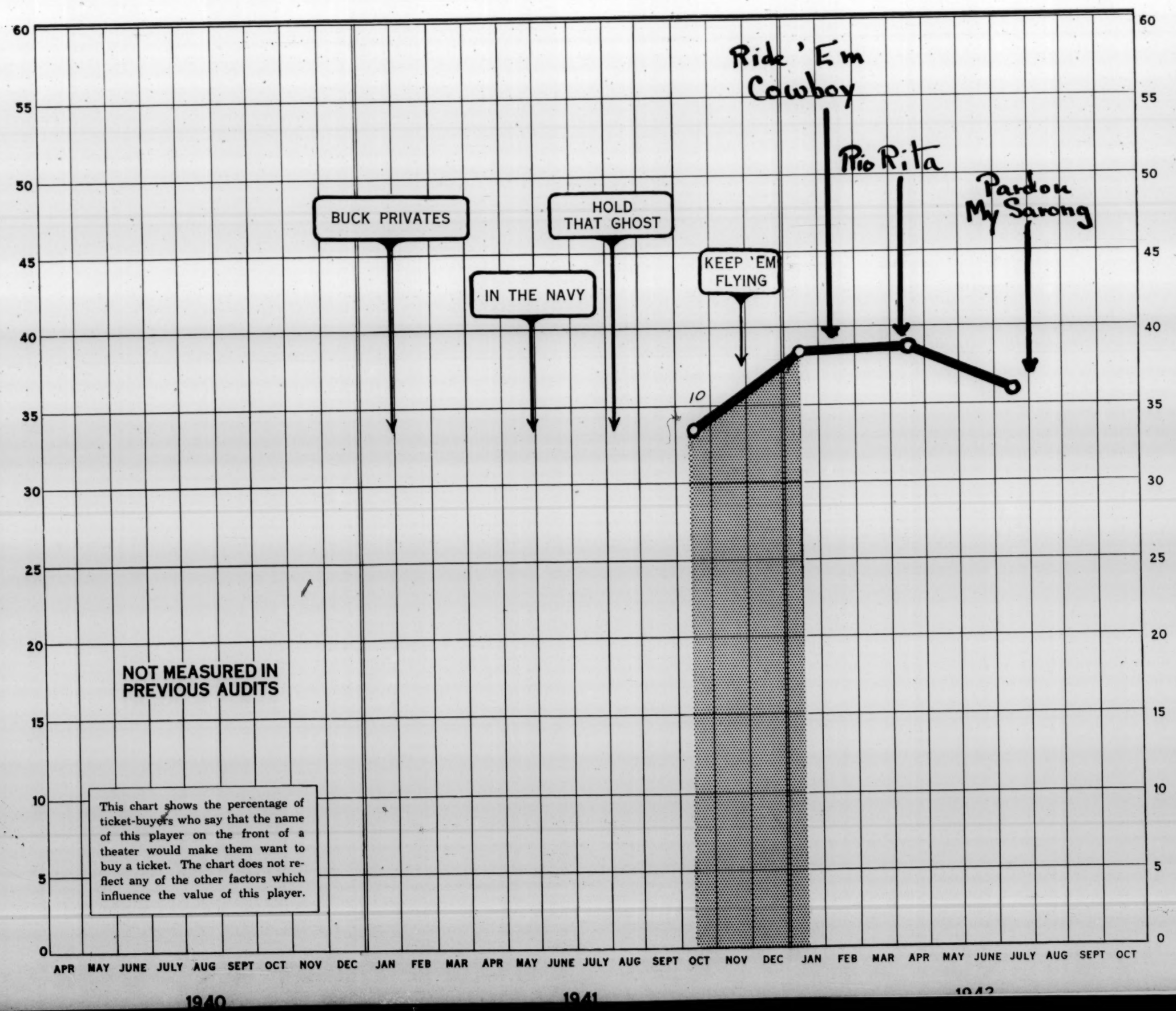
82.	Cooper, Jackie	48,000
82.	Scott, Martha	48,000
84.	Withers, Jane	45,000
85.	Fontaine, Joan	41,000
86.	Lynn, Jeffrey	39,000
86.	Oberon, Merle	39,000
86.	Powell, Dick	39,000
89.	Day, Laraine	37,000
89.	Rathbone, Basil	37,000
91.	Garbo, Greta	36,000
91.	Romero, Cesar	36,000
91.	Scott, Randolph	36,000
91.	Temple, Shirley	36,000
95.	Lupino, Ida	34,000
96.	Blondell, Joan	33,000
96.	Dietrich, Marlene	33,000
98.	Martin, Mary	31,000
99.	Sanders, George	30,000
99.	Simms, Ginny	30,000
101.	Francis, Kay	28,000
101.	Shirley, Anne	28,000
101.	Morgan, Dennis	28,000
104.	Hussey, Ruth	27,000
104.	McCrea, Joel	27,000

Below $25,000

106.	Aherne, Brian	22,000
107.	Cummings, Robert	21,000
107.	Lake, Veronica	21,000
109.	Murphy, George	19,000
110.	Neagle, Anna	16,000
111.	Ball, Lucille	13,000

ABBOTT & COSTELLO

7TH ACTOR


60
55
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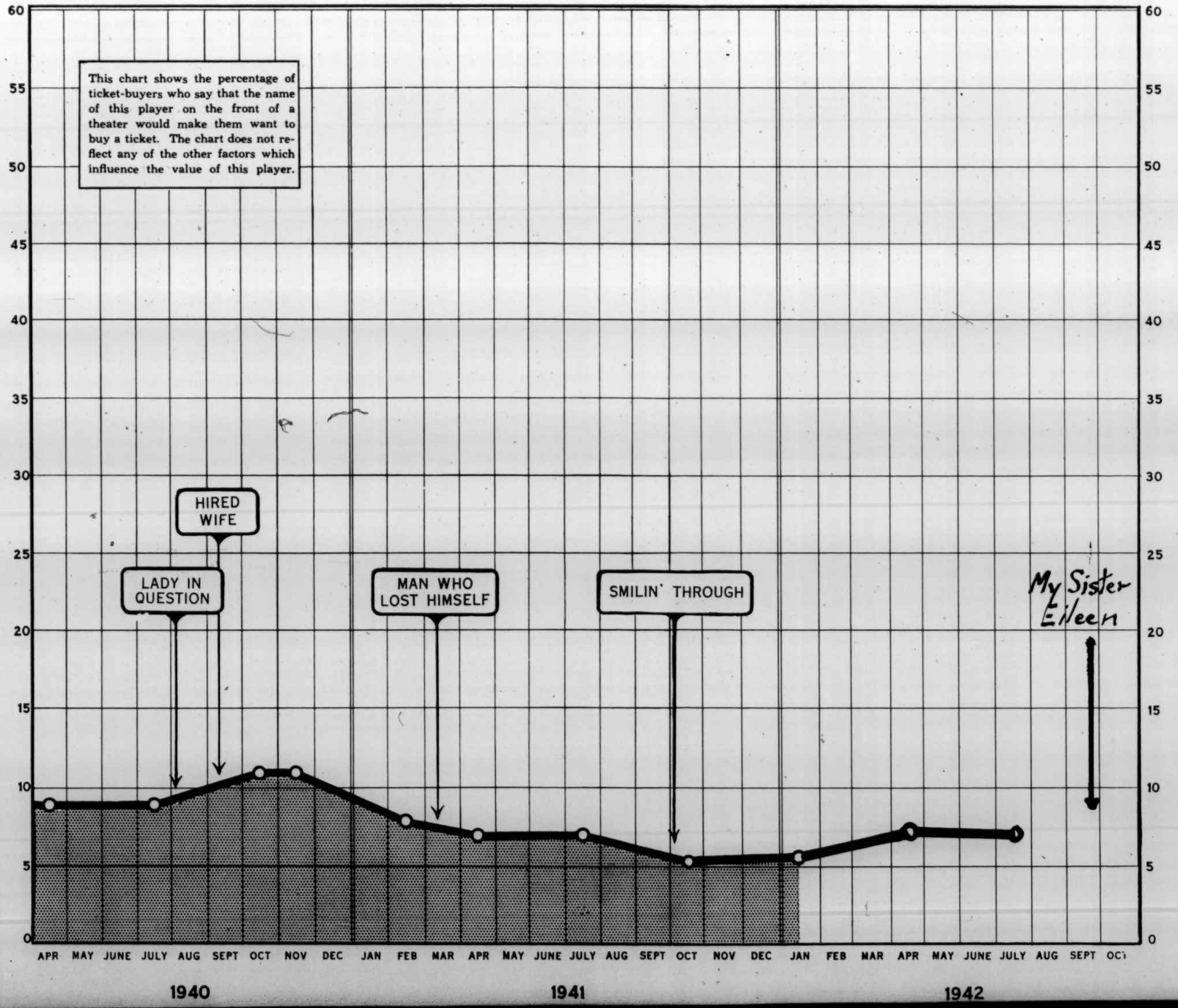
45
40
35
30
25
20
15
10
5
0
BUCK PRIVATES
IN THE NAVY
HOLD THAT GHOST
KEEP 'EM FLYING
Ride 'Em Cowboy
Rio Rita
Pardon My Sarong
10
NOT MEASURED IN PREVIOUS AUDITS
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

AHERNE. BRIAN
56TH ACTOR


This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
60
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45
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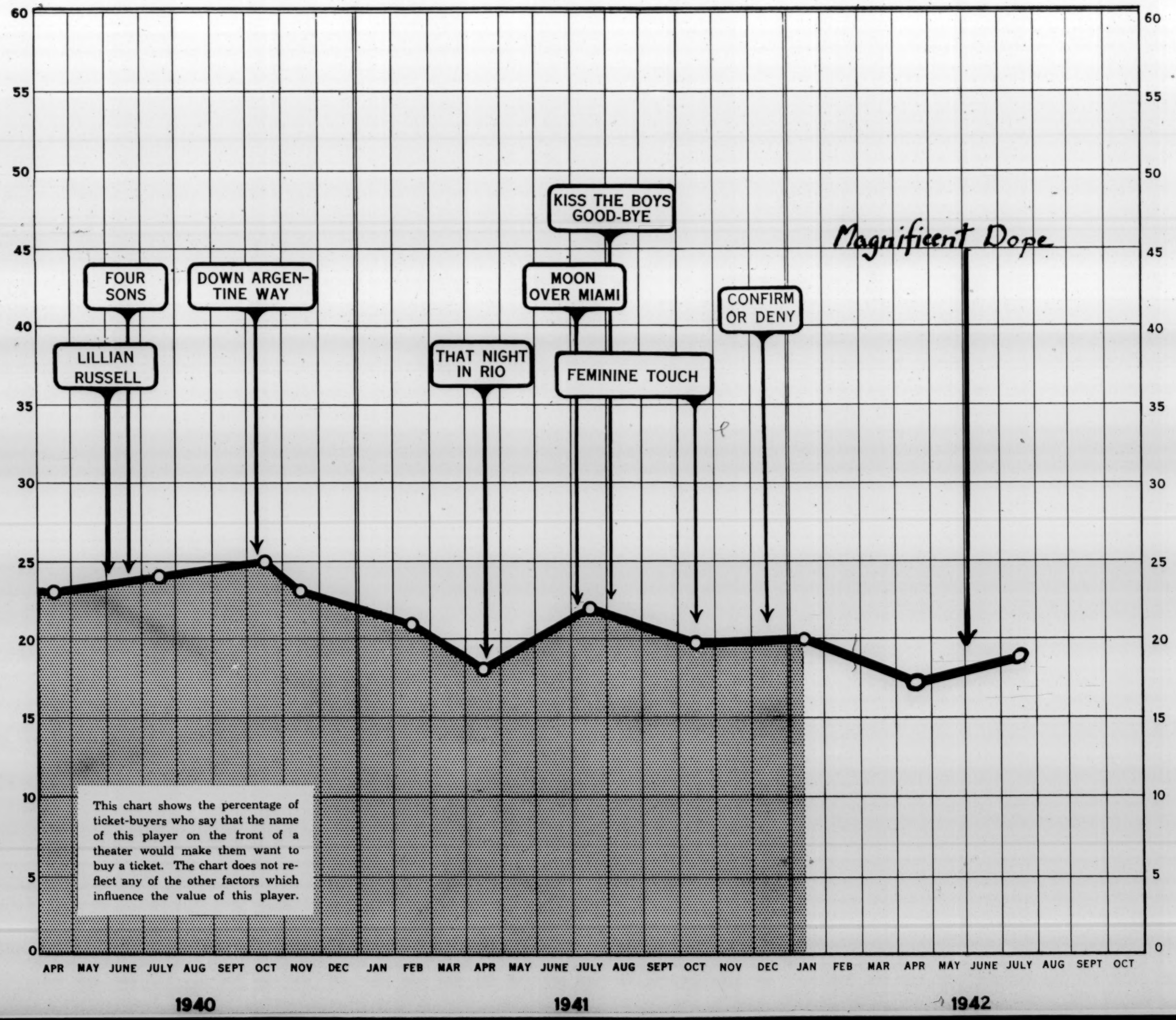
35
30
25
20
15
10
5
0
HIRED WIFE
LADY IN QUESTION
MAN WHO LOST HIMSELF
SMILIN' THROUGH
My Sister Eileen
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

AMECHE. DON
25TH ACTOR


60
55
50
45
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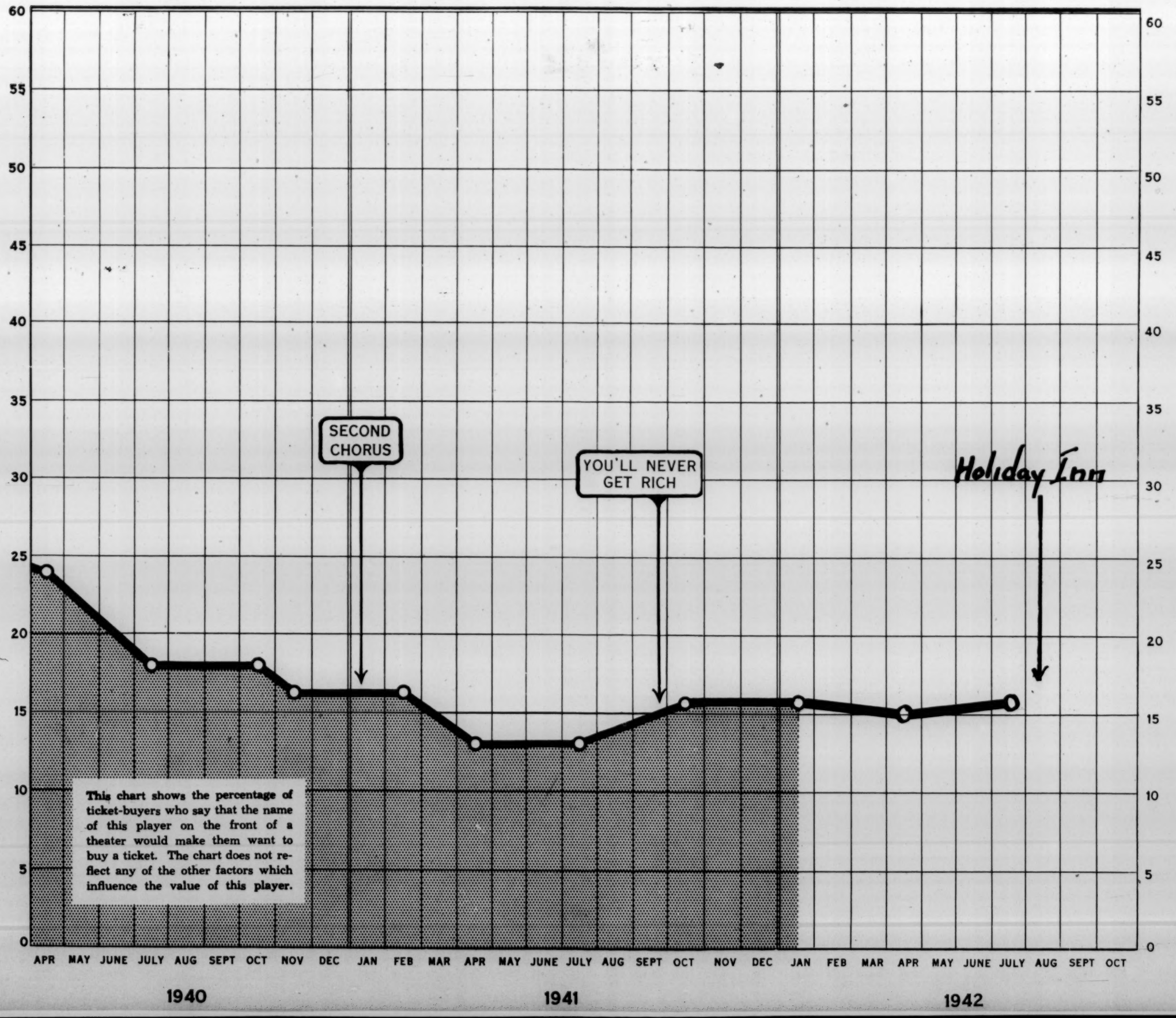
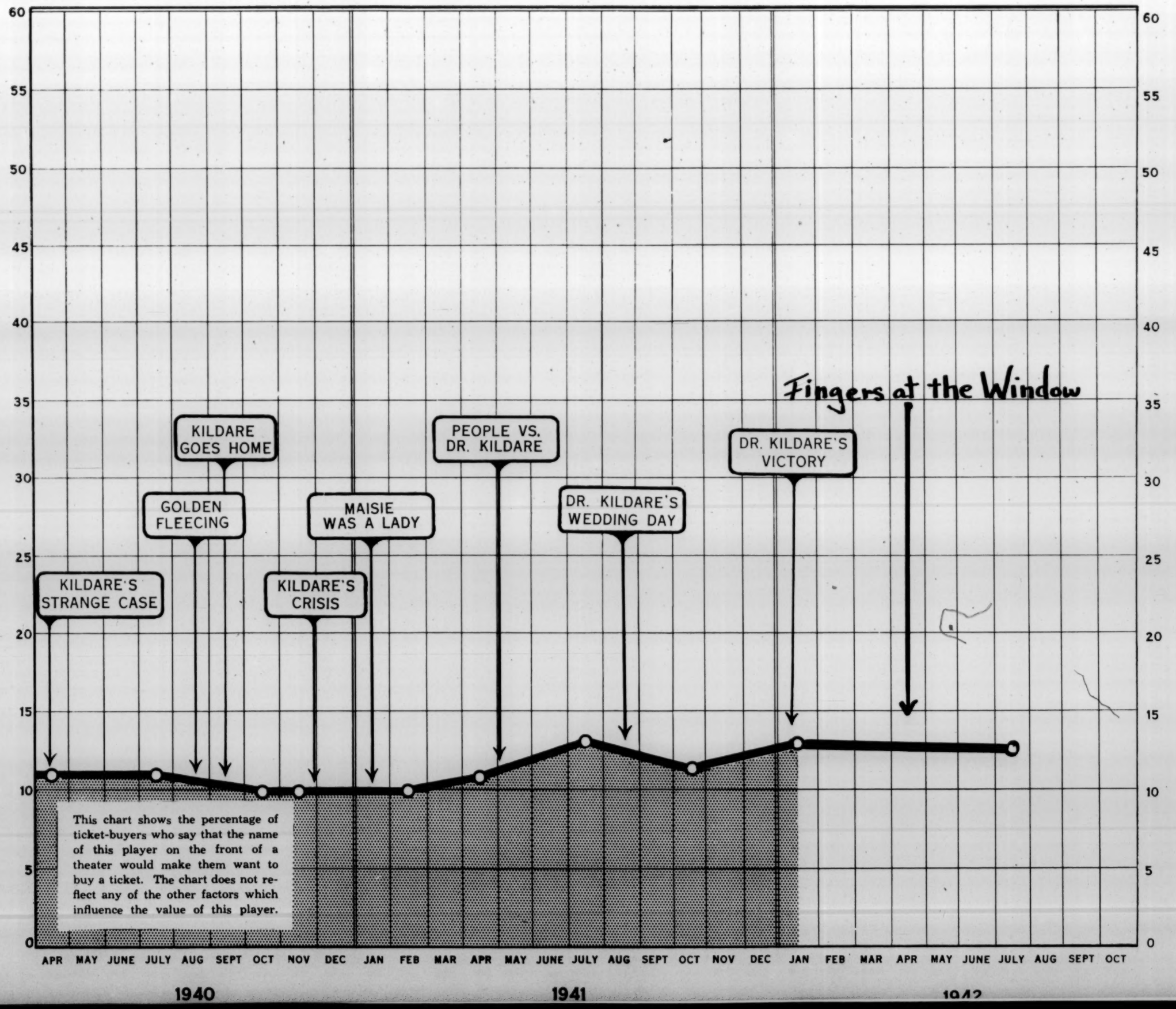
35
30
25
20
15
10
5
0
FOUR SONS
LILLIAN RUSSELL
DOWN ARGEN-TINE WAY
THAT NIGHT IN RIO
KISS THE BOYS GOOD-BYE
MOON OVER MIAMI
FEMININE TOUCH
CONFIRM OR DENY
Magnificent Dope
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

ASTAIRE. FRED
39TH ACTOR


60
55
50
45
40
35
30
25
20
15
10
5
0
SECOND CHORUS
YOU'LL NEVER GET RICH
Holiday Inn
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

AYRES. LEW
43RD ACTOR


60
55
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35
30
25
20
15
10
5
0
KILDARE'S STRANGE CASE
KILDARE GOES HOME
GOLDEN FLEECING
KILDARE'S CRISIS
MAISIE WAS A LADY
PEOPLE VS. DR. KILDARE
DR. KILDARE'S WEDDING DAY
DR. KILDARE'S VICTORY
Fingers at the Window
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

BEERY. WALLACE
20TH ACTOR

TWENTY MULE TEAM

WYOMING

BAD MAN

BARNACLE BILL

THE BUGLE SOUNDS

Jackass Mail

60
55
50
45
40
35
30
25
20
15
10
5
0

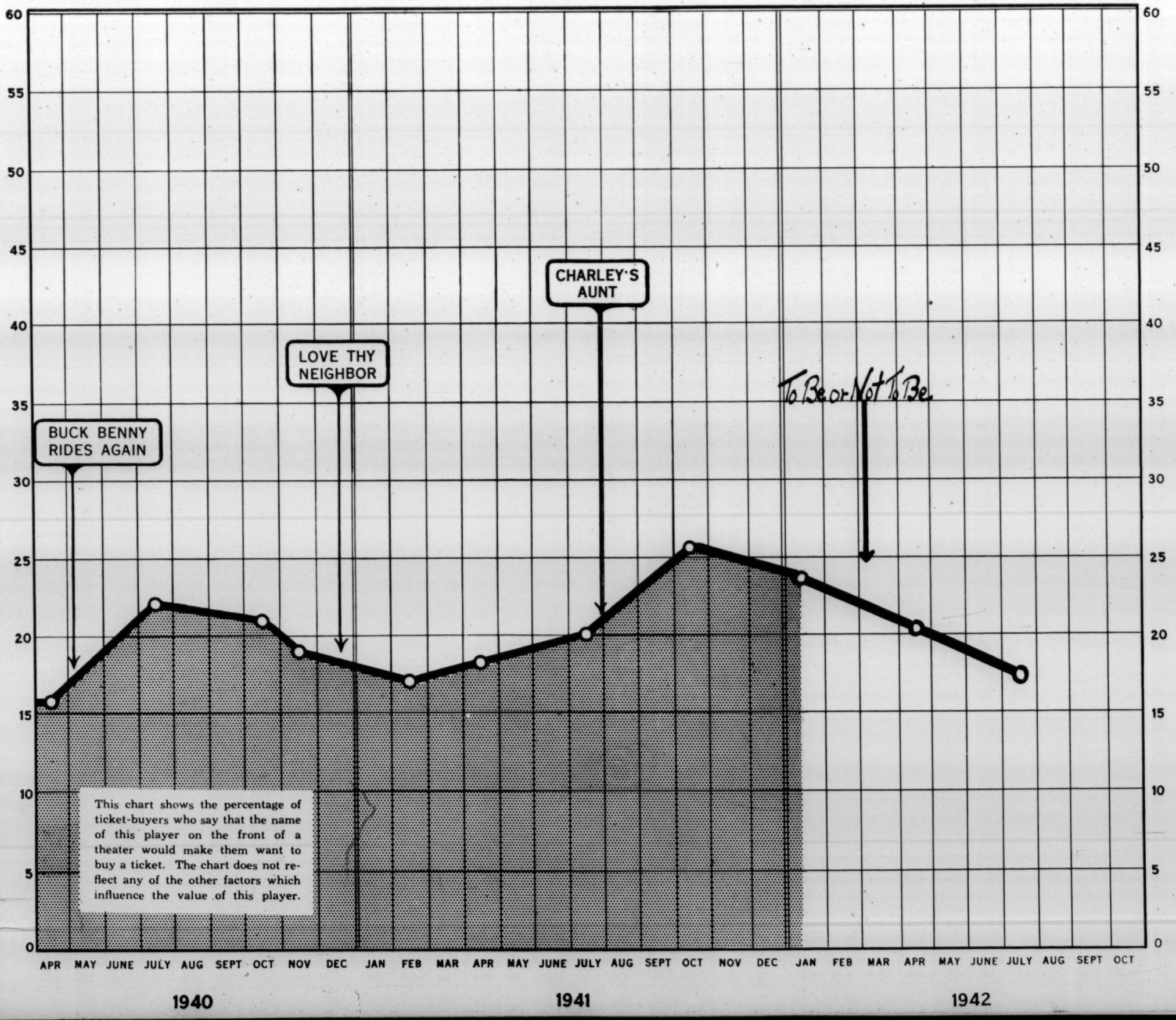
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT

1940 1941 1942

BENNY. JACK

17TH ACTOR


60
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45
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35
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25
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15
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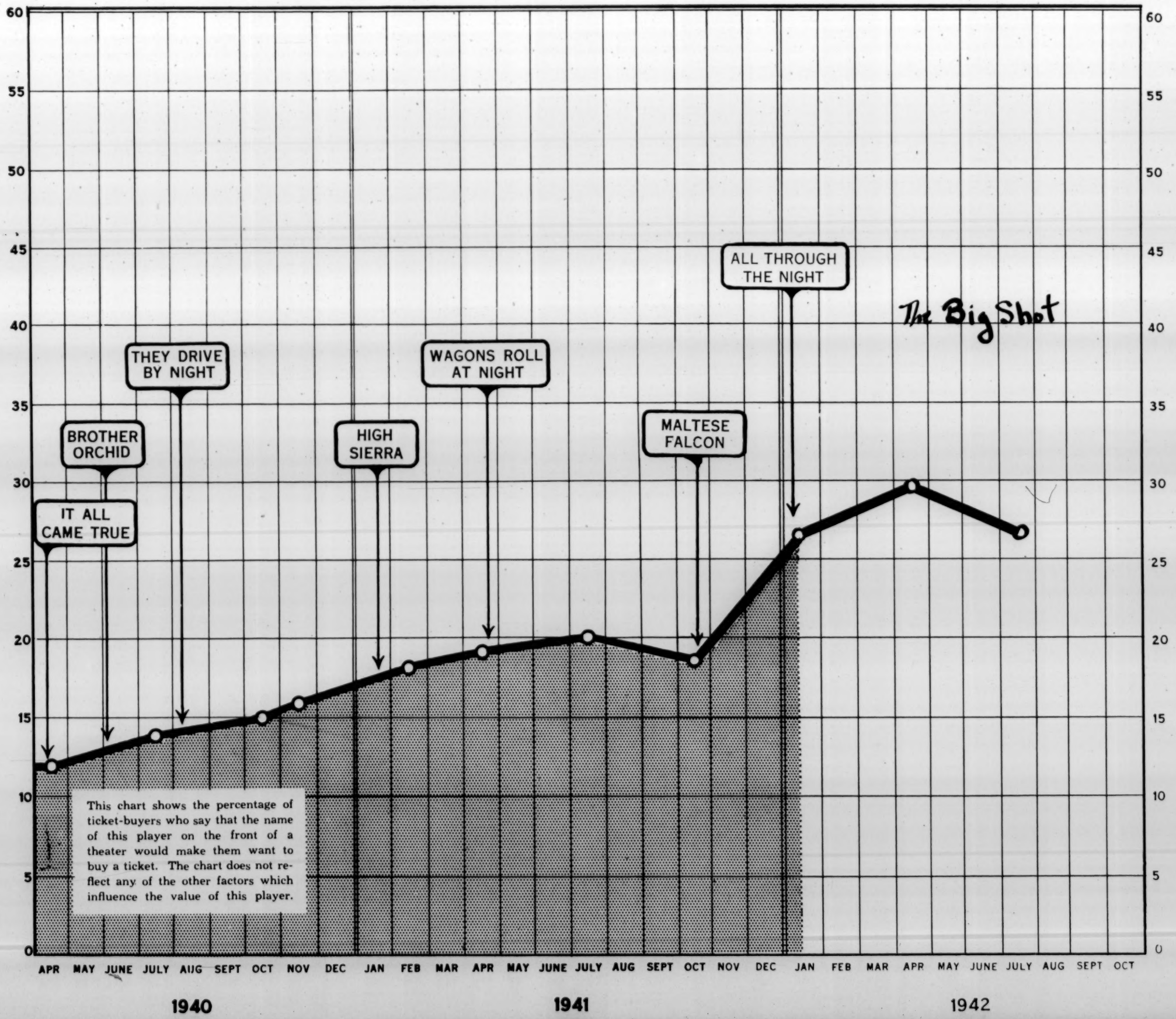
5
0
BUCK BENNY RIDES AGAIN
LOVE THY NEIGHBOR
CHARLEY'S AUNT
To Be or Not To Be
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

BOGART. HUMPHREY
13TH ACTOR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15
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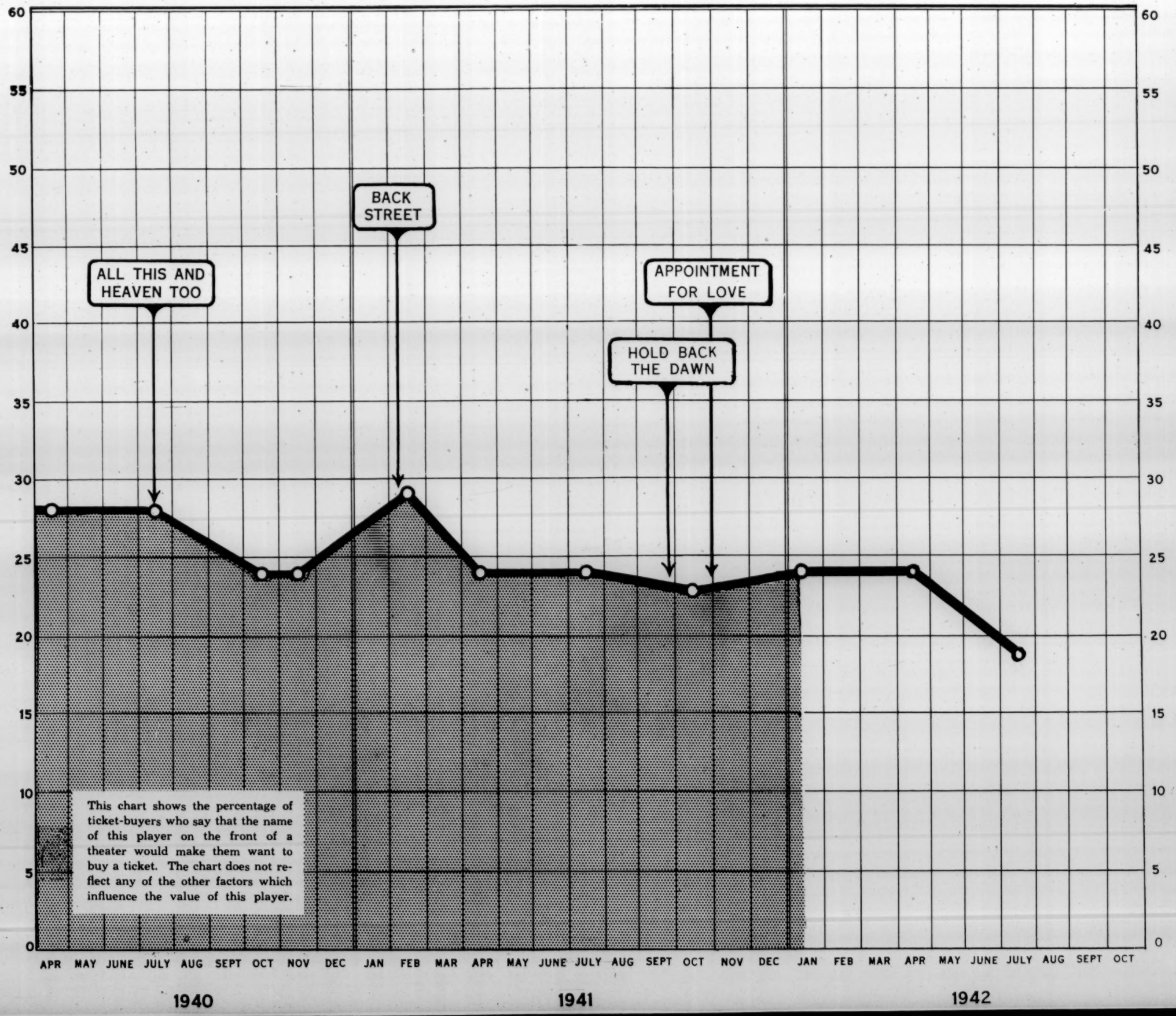
5
0
THEY DRIVE BY NIGHT
BROTHER ORCHID
IT ALL CAME TRUE
HIGH SIERRA
WAGONS ROLL AT NIGHT
MALTESE FALCON
ALL THROUGH THE NIGHT
The Big Shot
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

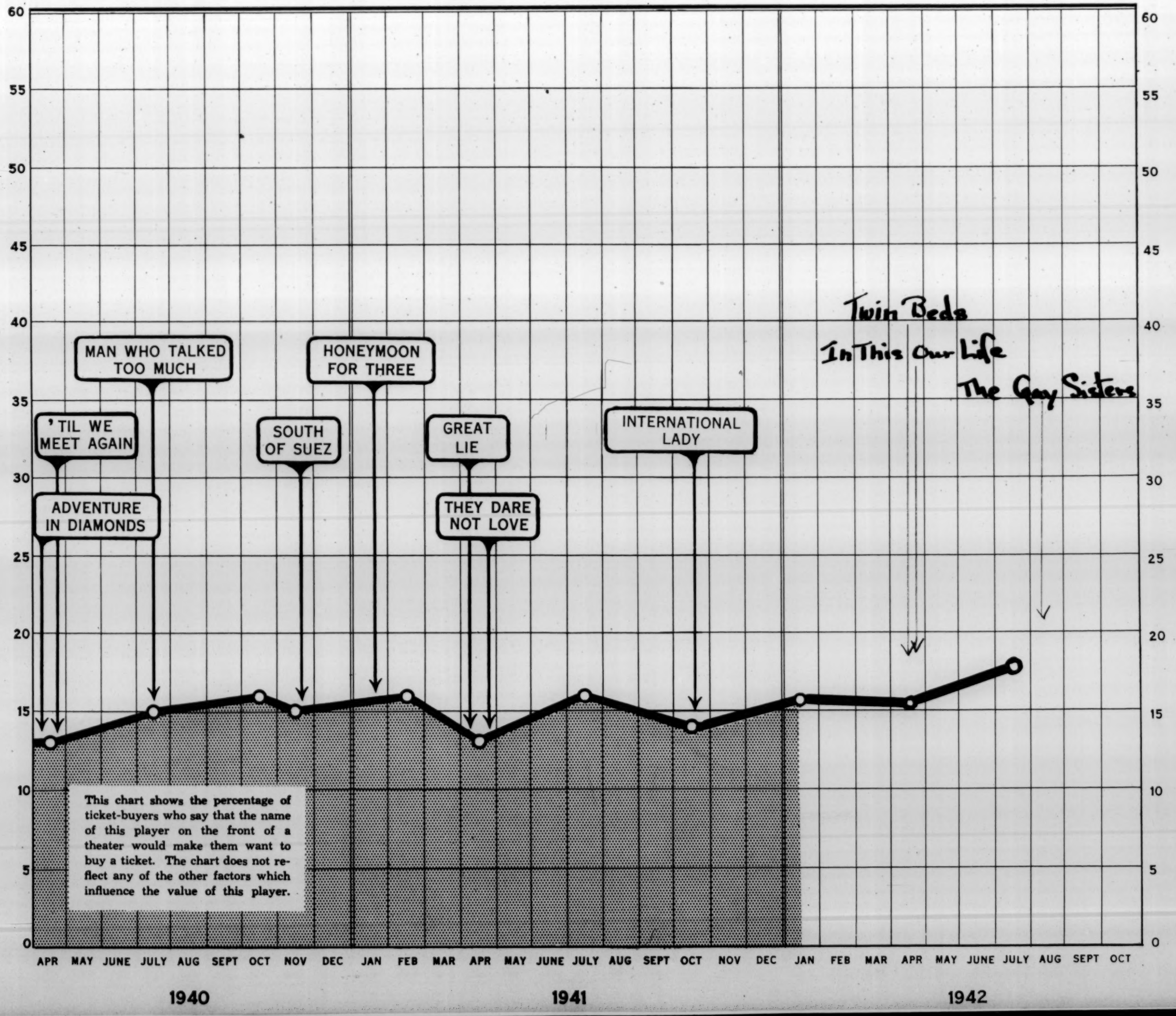
BOYER. CHARLES

15TH ACTOR



This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

BRENT. GEORGE
36TH ACTOR


60
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25
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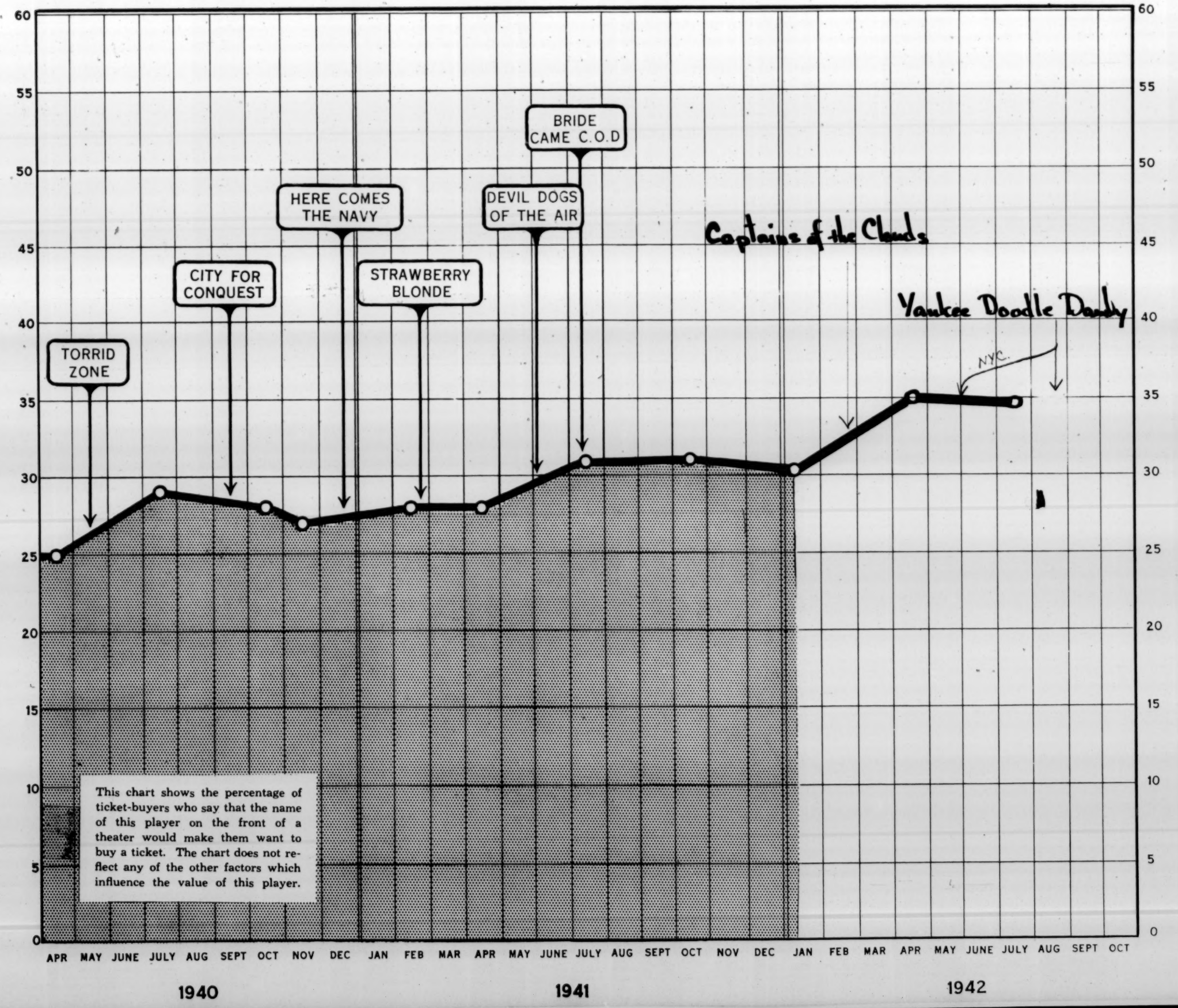
15
10
5
0
MAN WHO TALKED TOO MUCH
'TIL WE MEET AGAIN
ADVENTURE IN DIAMONDS
SOUTH OF SUEZ
HONEYMOON FOR THREE
GREAT LIE
THEY DARE NOT LOVE
INTERNATIONAL LADY
Twin Beds
In This Our Life
The Gay Sisters
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

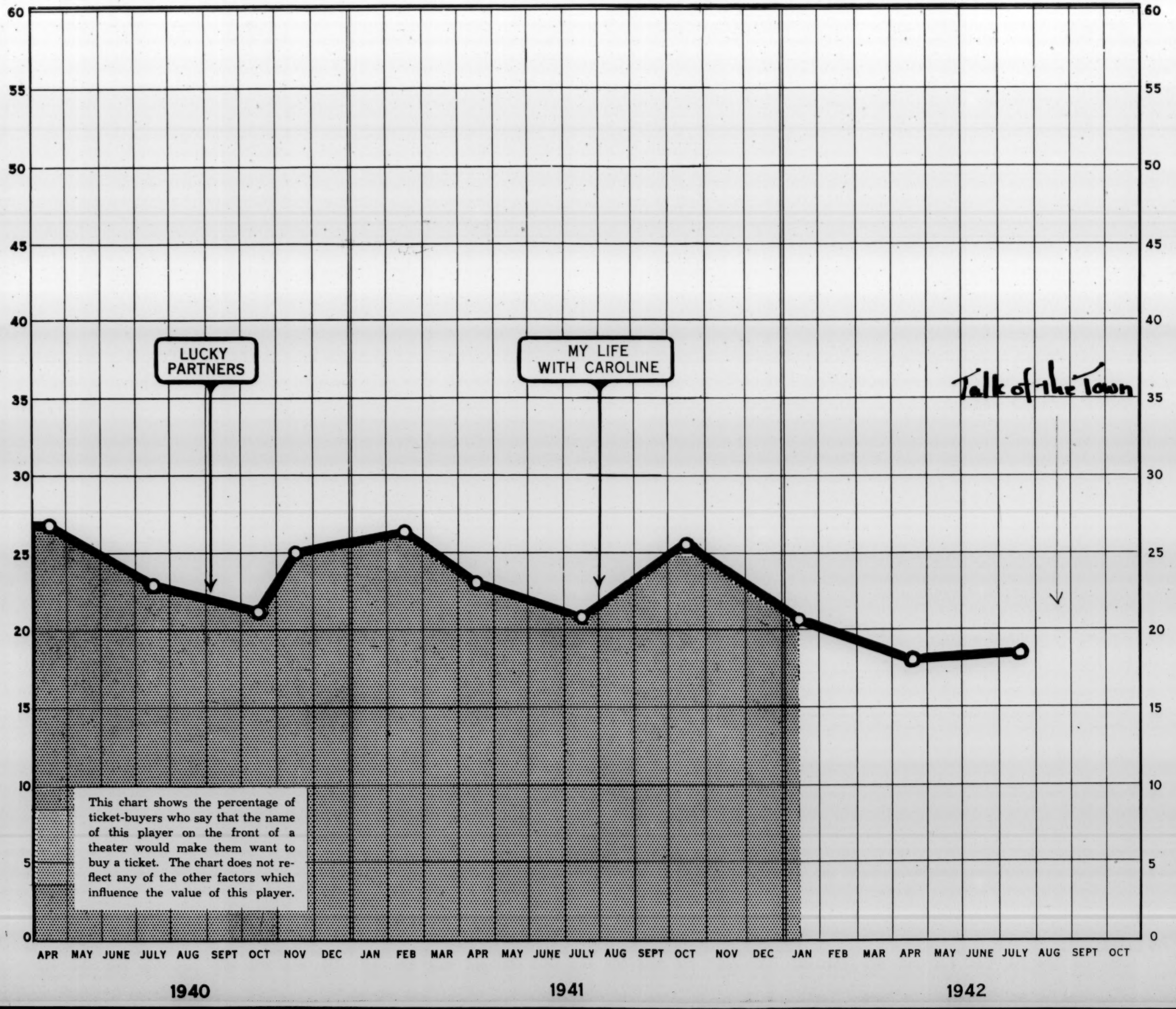
CAGNEY. JAMES

12TH ACTOR



This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

COLMAN, RONALD
23RD ACTOR


60
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45
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35
30
25
20
15
10
5
0
LUCKY PARTNERS
MY LIFE WITH CAROLINE
Talk of the Town
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

COOPER. GARY
4TH ACTOR

WESTERNER

NORTH WEST MOUNTED POLICE

MEET JOHN DOE

SERGEANT YORK

BALL OF FIRE

Pride of the Yankees

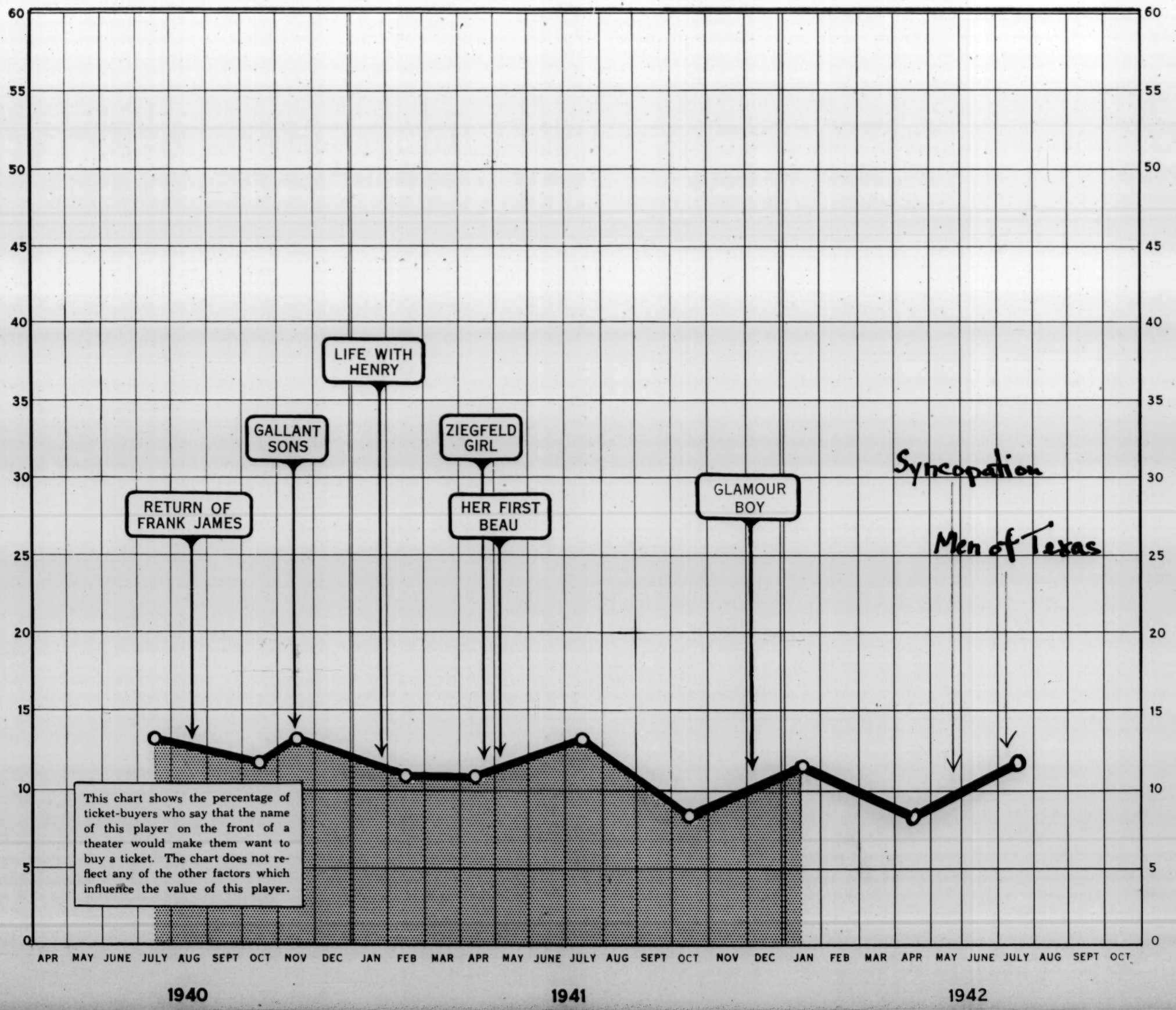
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

60 55 50 45 40 35 30 25 20 15 10 5 0

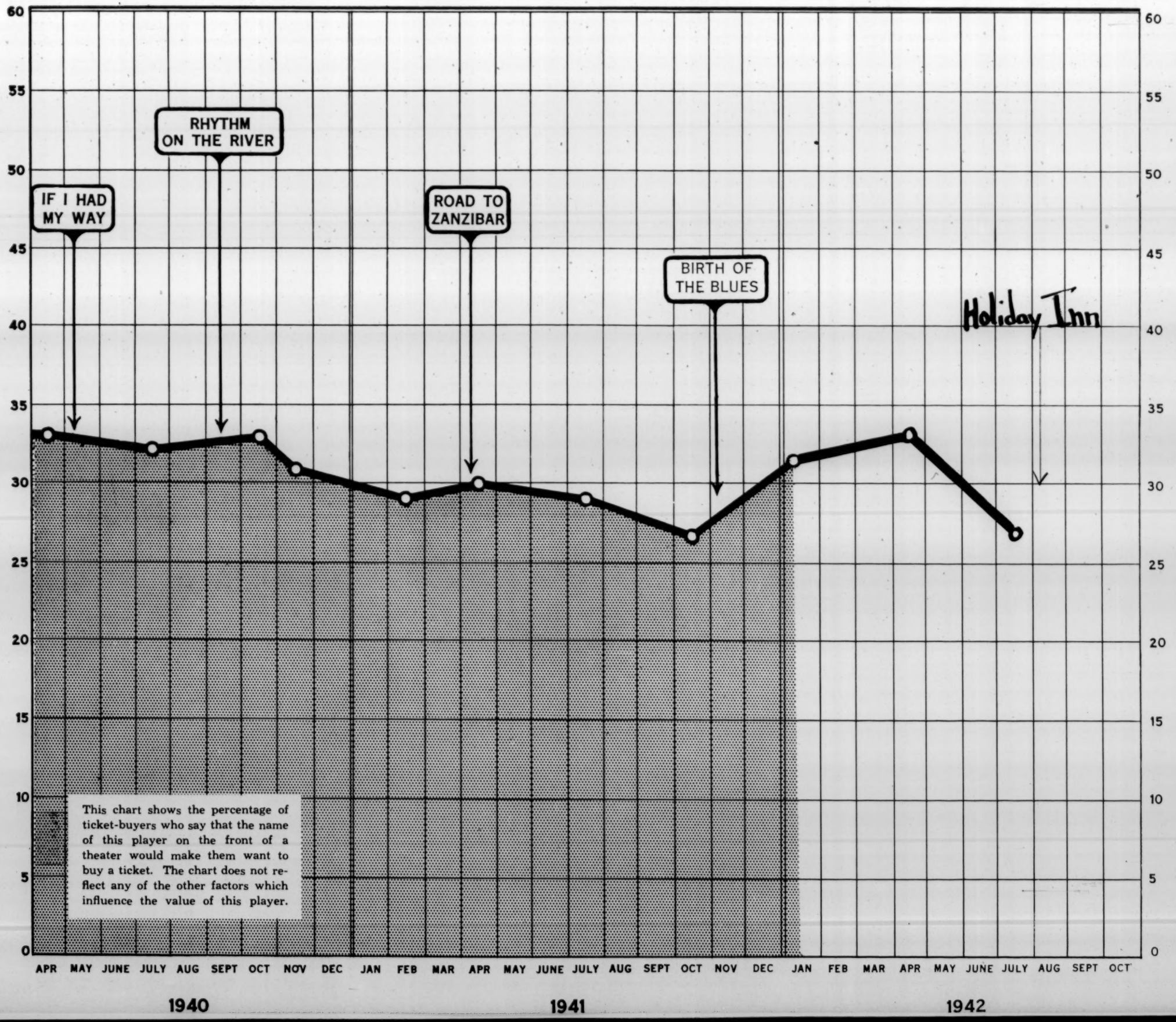
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT

1940 1941 1942

COOPER. JACKIE
47TH ACTOR

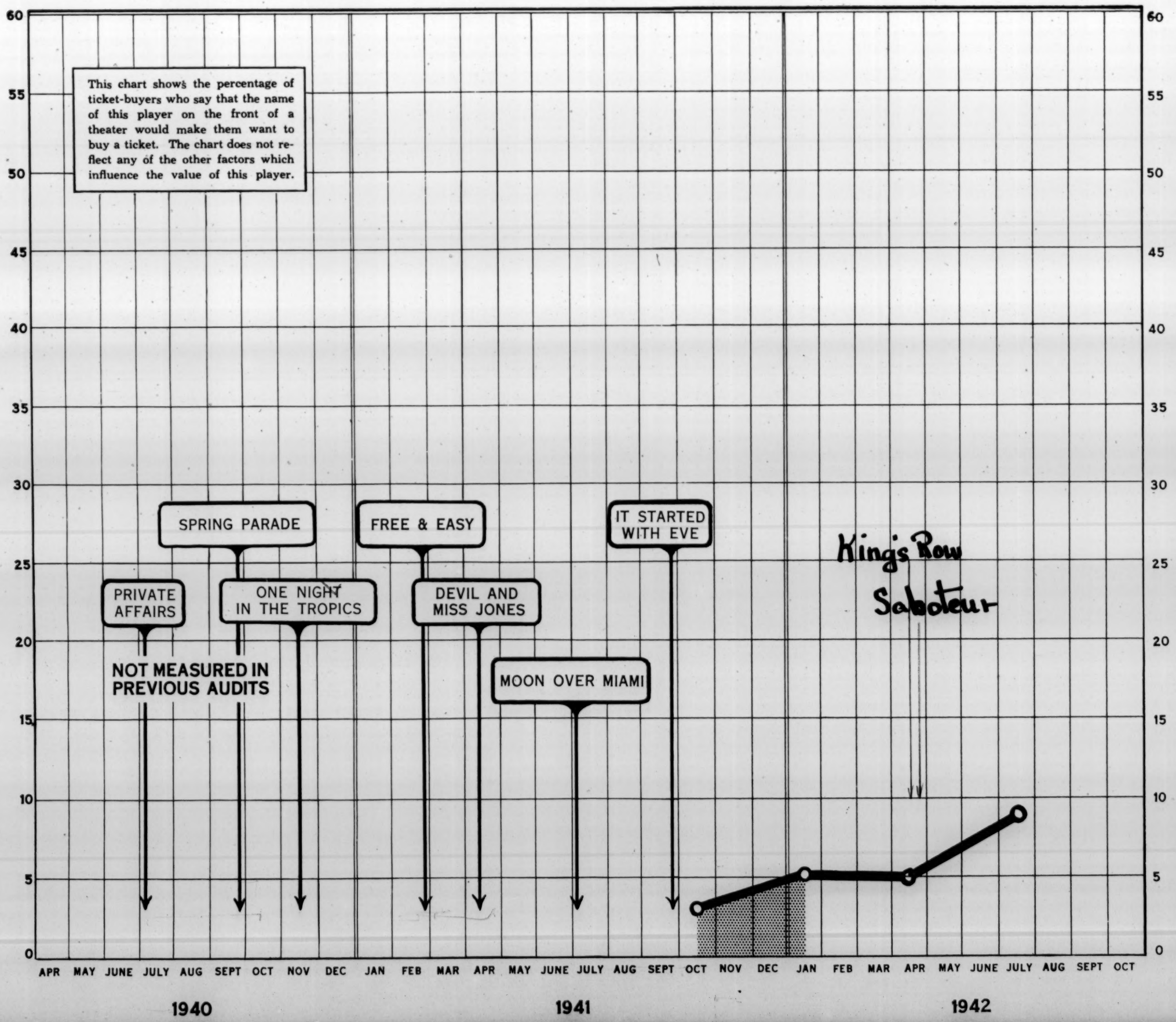

60
55
50
45
40
35
30
25
20
15
10
5
0
LIFE WITH HENRY
GALLANT SONS
ZIEGFELD GIRL
RETURN OF FRANK JAMES
HER FIRST BEAU
GLAMOUR BOY
Syncopation
Men of Texas
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

CROSBY. BING
10TH ACTOR

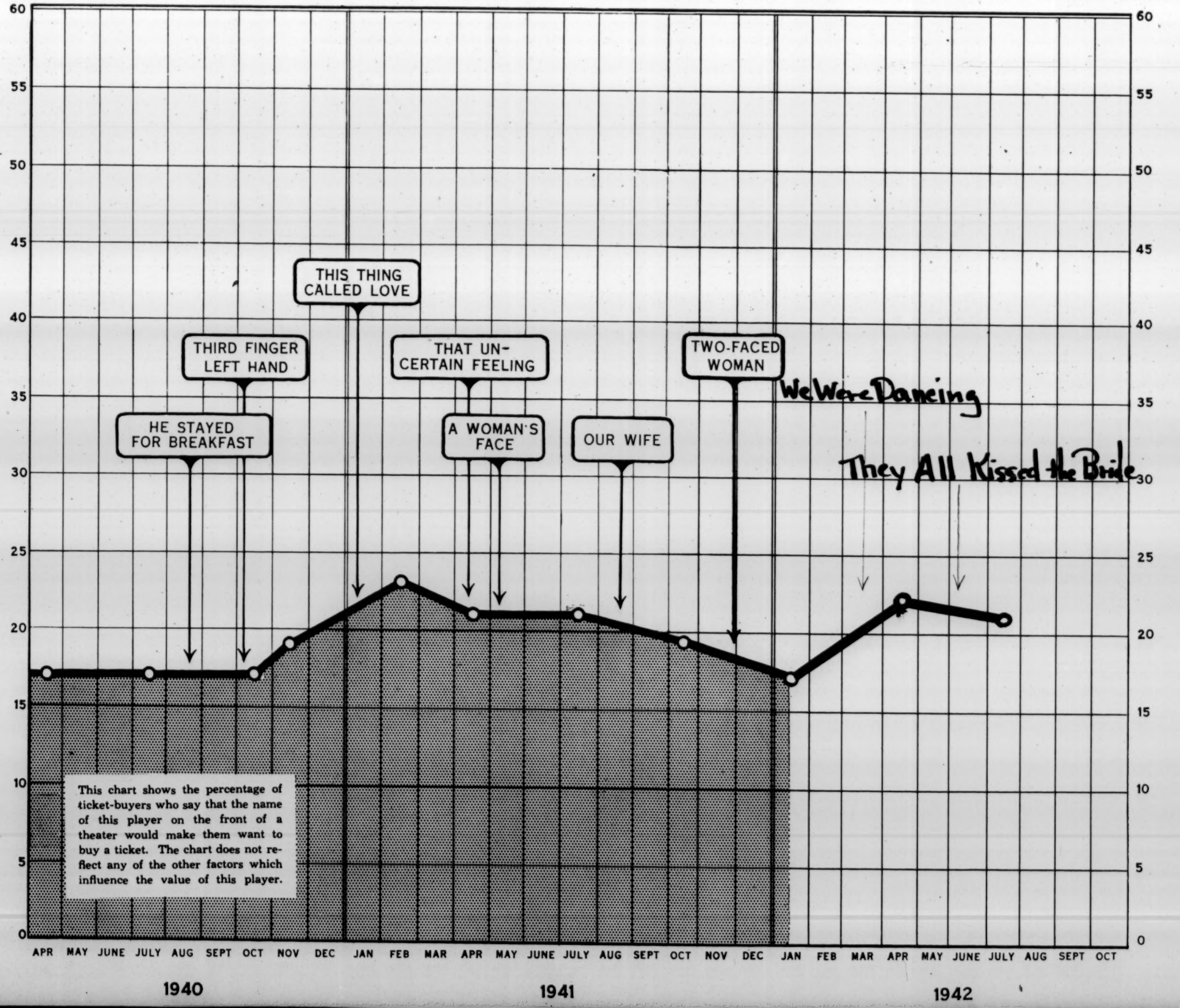


This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

CUMMINGS. ROBERT
57TH ACTOR


This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
60
55
50
45
40
35
30
25
20
15
10
5
0
PRIVATE AFFAIRS
NOT MEASURED IN PREVIOUS AUDITS
SPRING PARADE
ONE NIGHT IN THE TROPICS
FREE & EASY
DEVIL AND MISS JONES
MOON OVER MIAMI
IT STARTED WITH EVE
King's Row
Saboteur
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

DOUGLAS. MELVYN
30TH ACTOR


60
55
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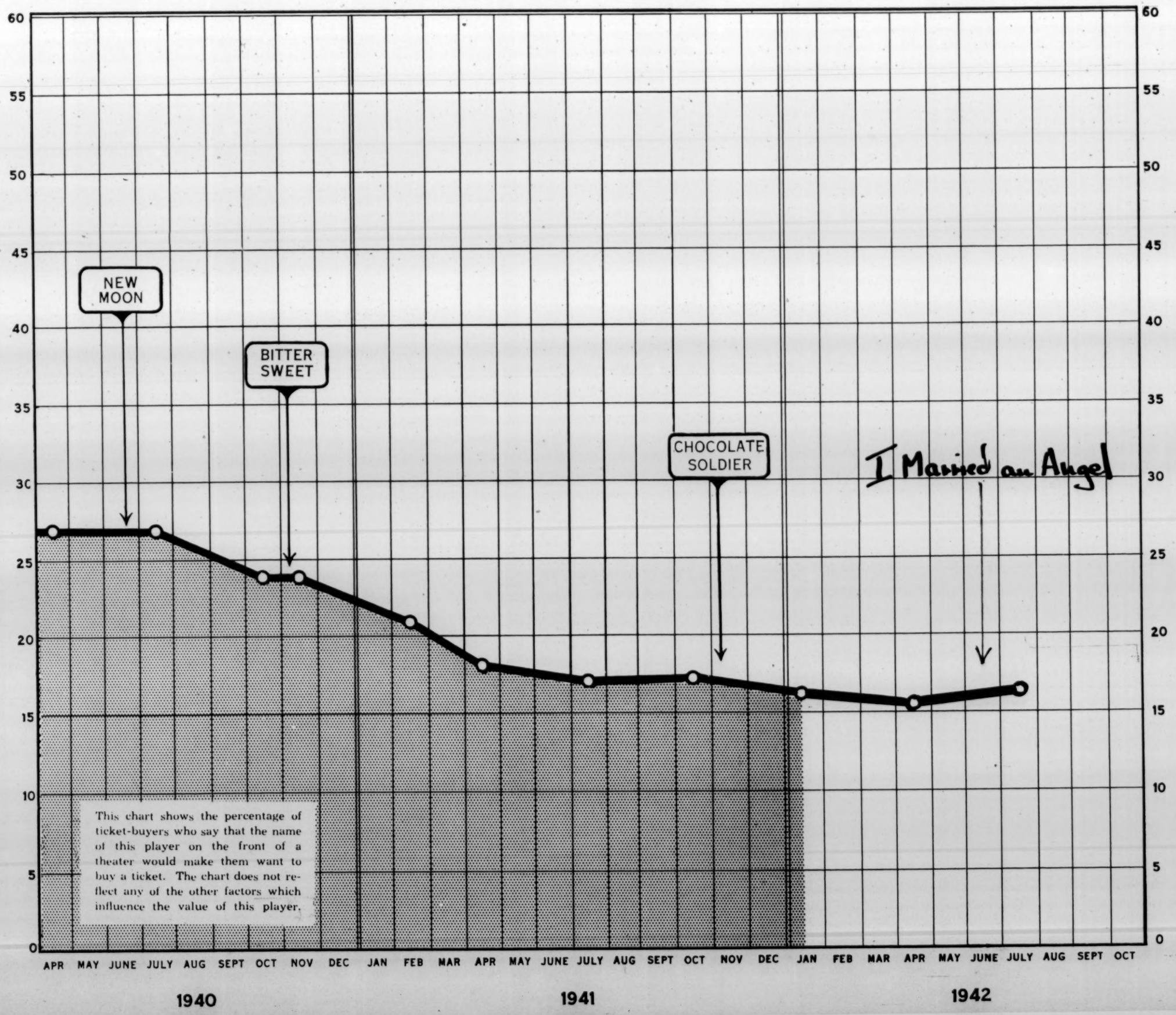
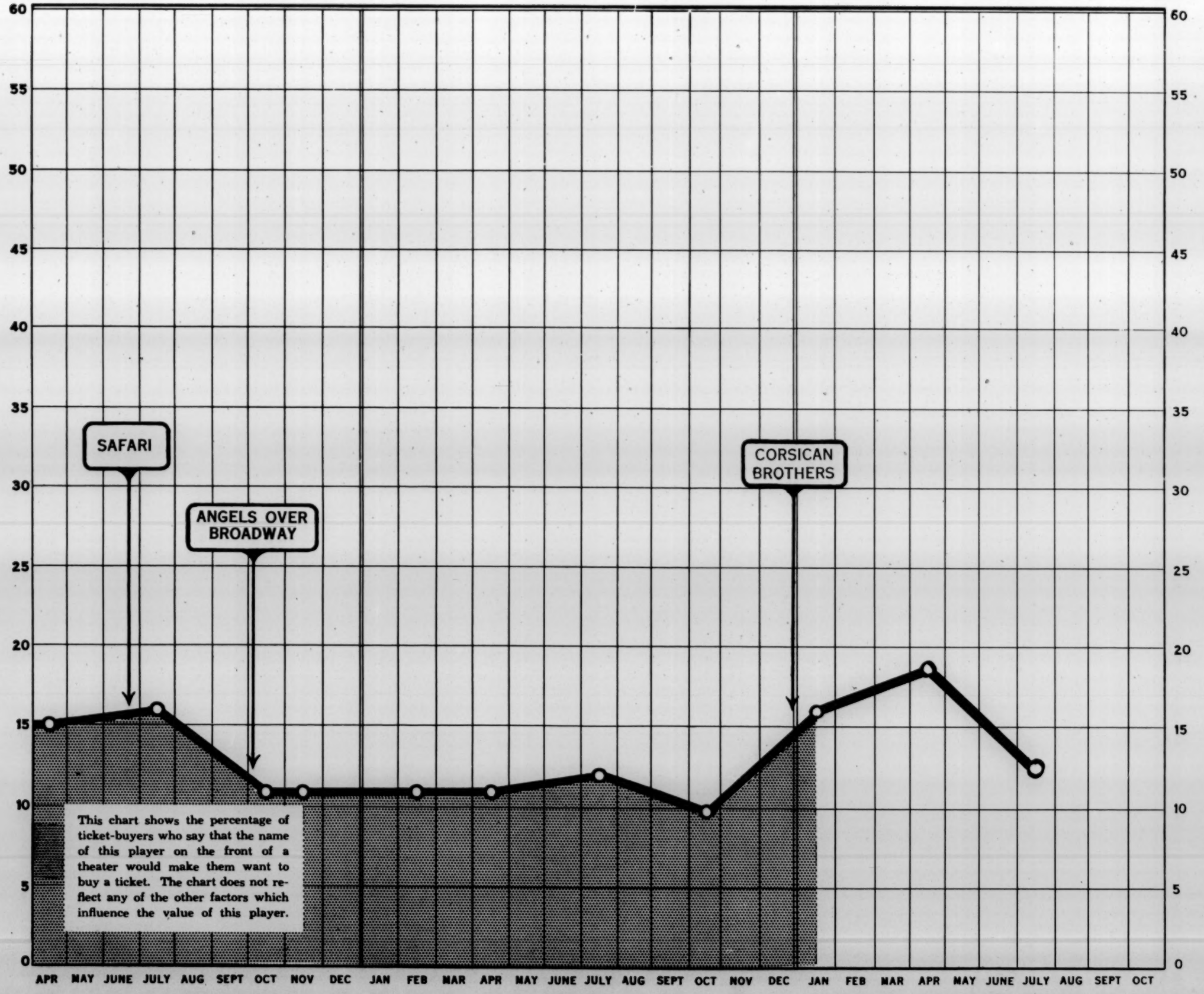
35
30
25
20
15
10
5
0
THIS THING CALLED LOVE
THIRD FINGER LEFT HAND
THAT UN-CERTAIN FEELING
TWO-FACED WOMAN
We Were Dancing
HE STAYED FOR BREAKFAST
A WOMAN'S FACE
OUR WIFE
They All Kissed the Bride
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

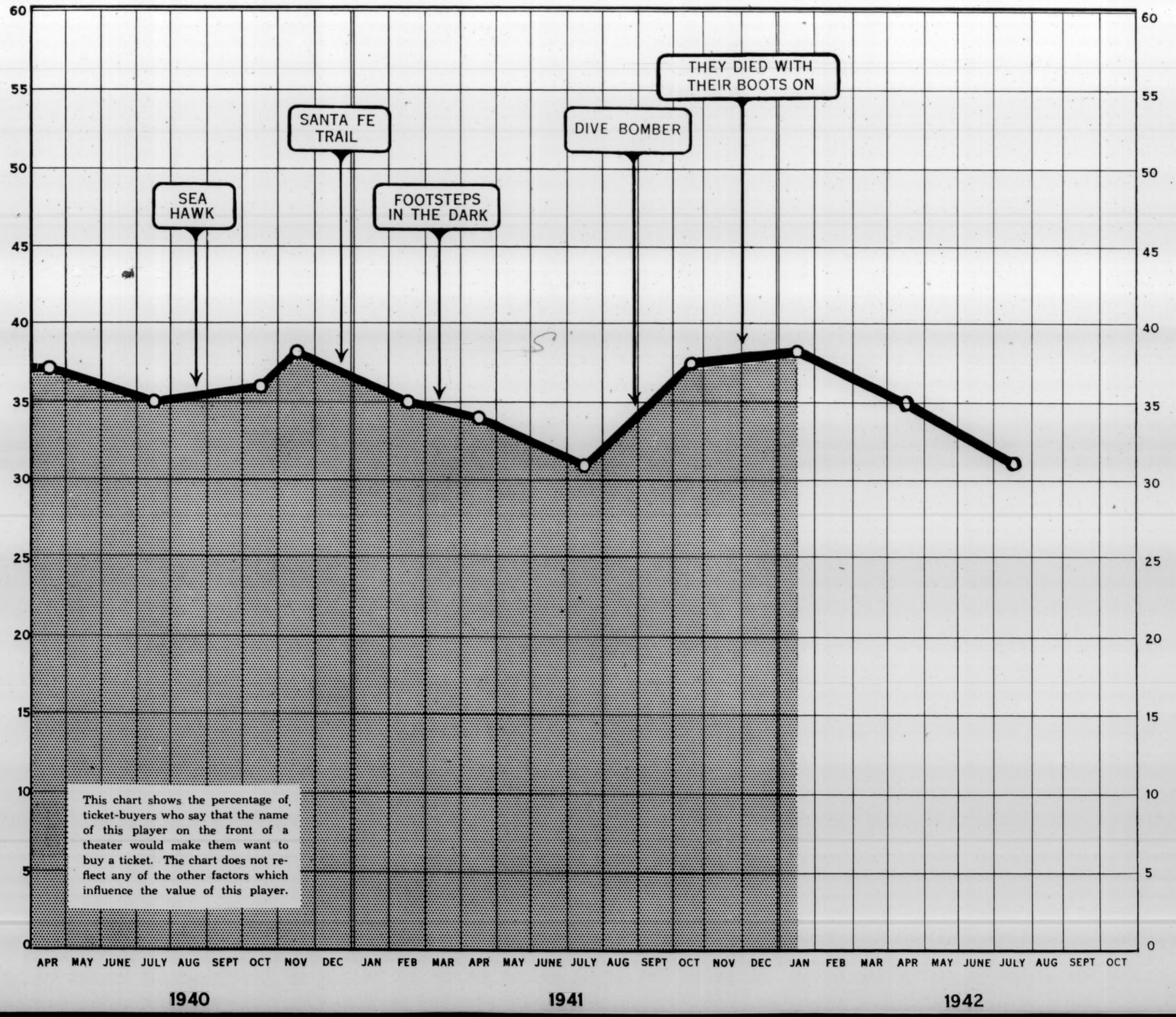
EDDY. NELSON
33RD ACTOR


60
55
50
45
40
35
30
25
20
15
10
5
0
NEW MOON
BITTER SWEET
CHOCOLATE SOLDIER
I Married an Angel
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

FAIRBANKS. DOUGLAS. JR.
35TH ACTOR

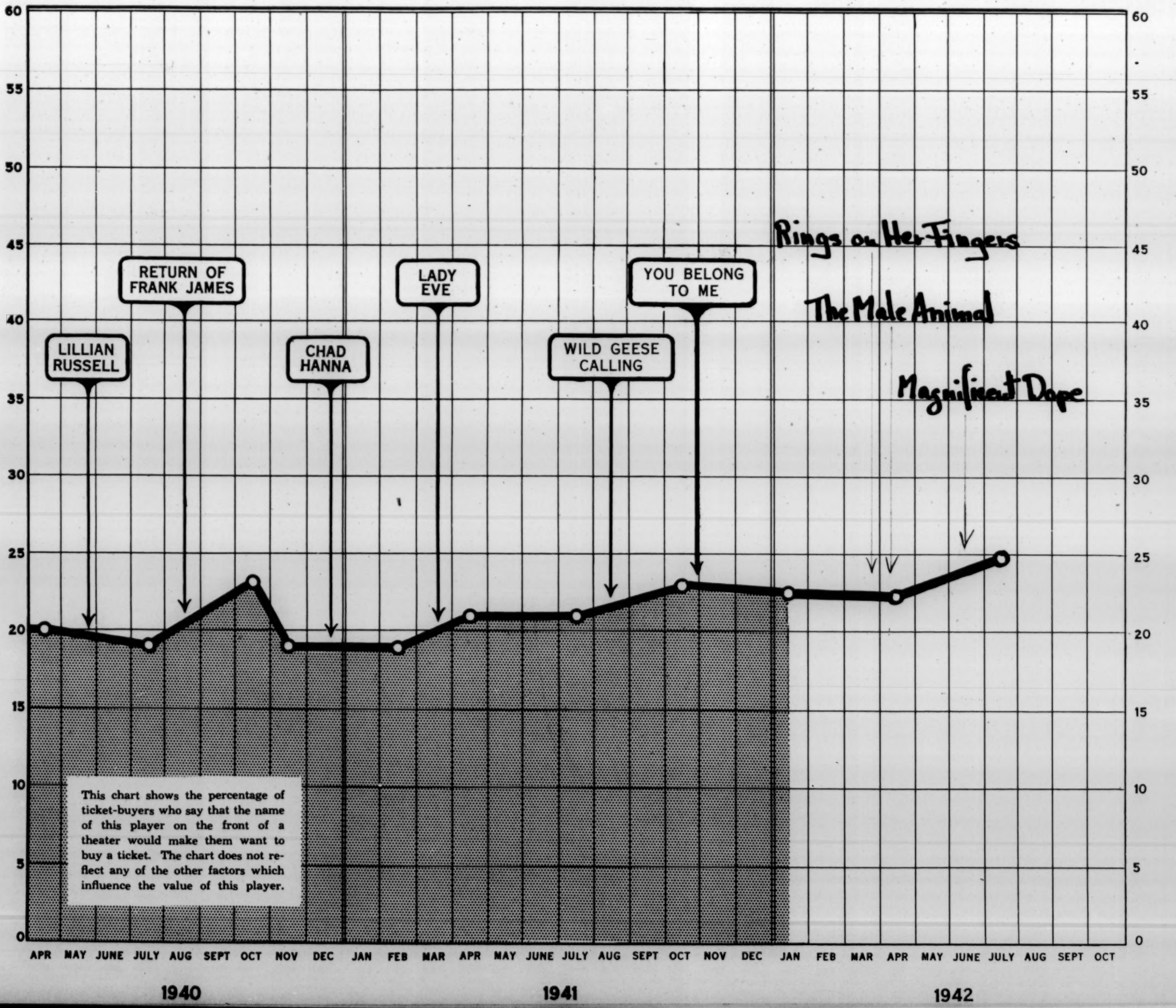

60
55
50
45
40
35
30
25
20
15
10
5
0
SAFARI
ANGELS OVER BROADWAY
CORSICAN BROTHERS
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

FLYNN. ERROL
8TH ACTOR



This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

FONDA. HENRY
19TH ACTOR


60
55
50
45
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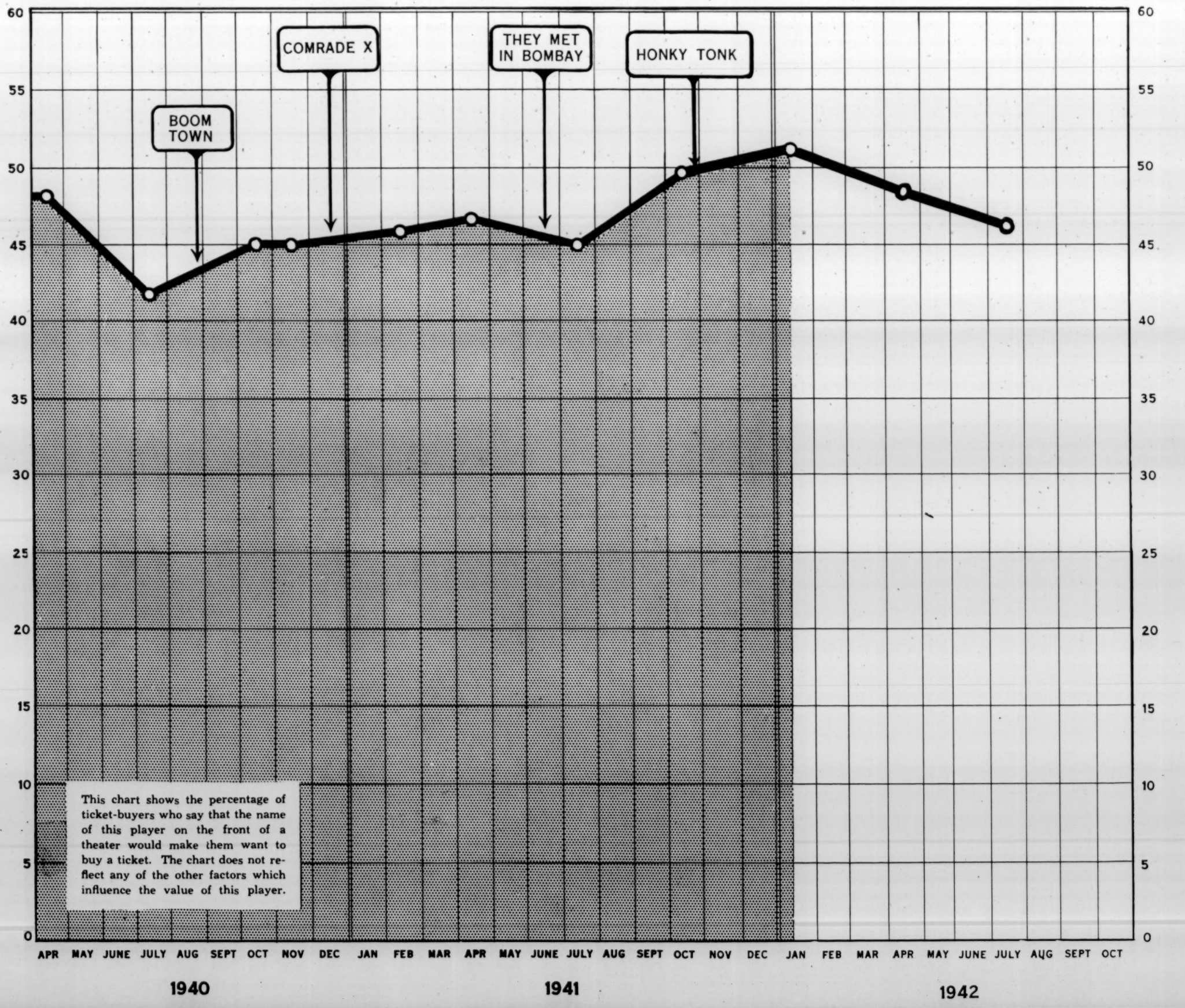
35
30
25
20
15
10
5
0
LILLIAN RUSSELL
RETURN OF FRANK JAMES
CHAD HANNA
LADY EVE
WILD GEESE CALLING
YOU BELONG TO ME
Rings on Her Fingers
The Male Animal
Magnificent Dope
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

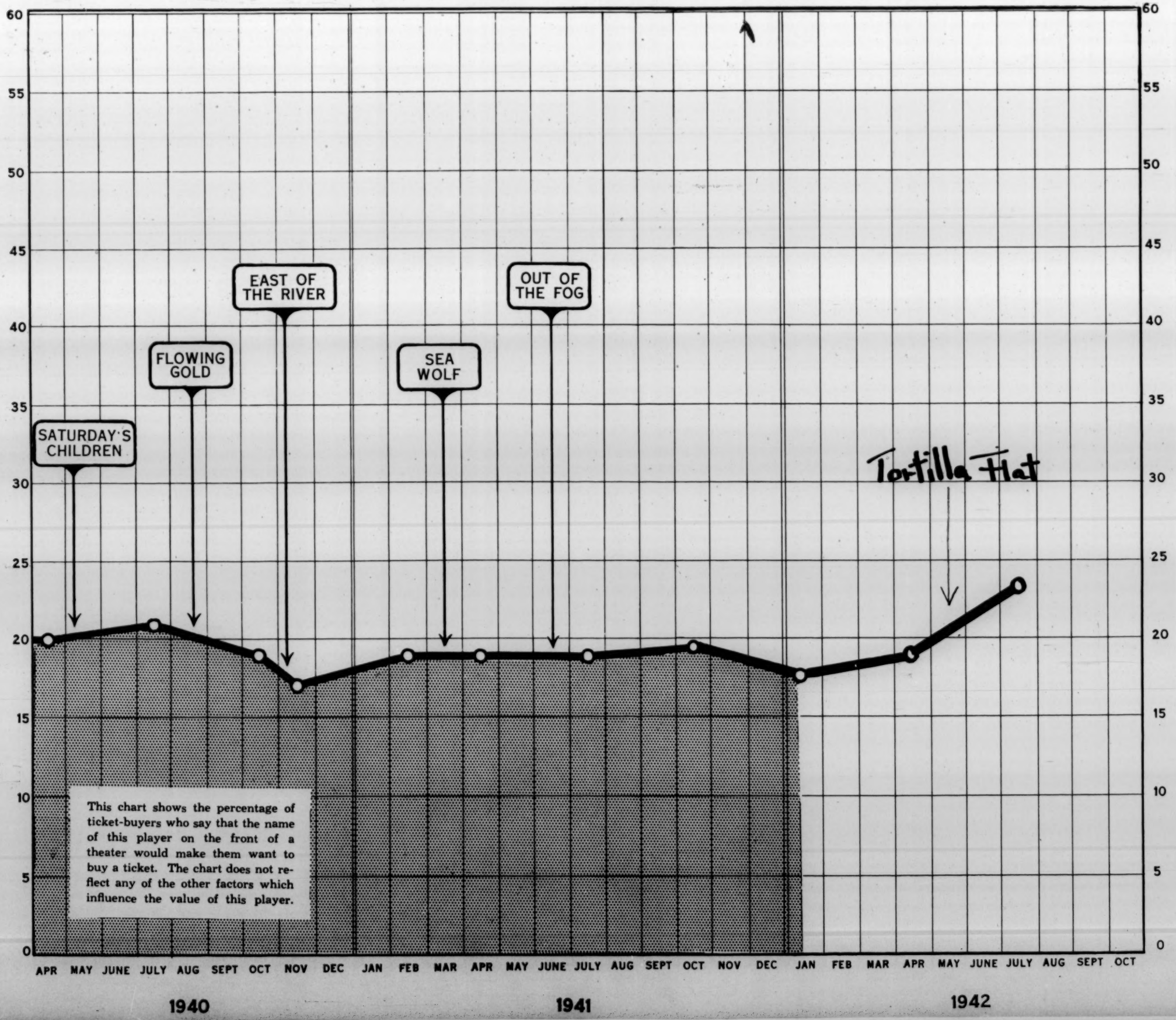
GABLE. CLARK

1ST ACTOR

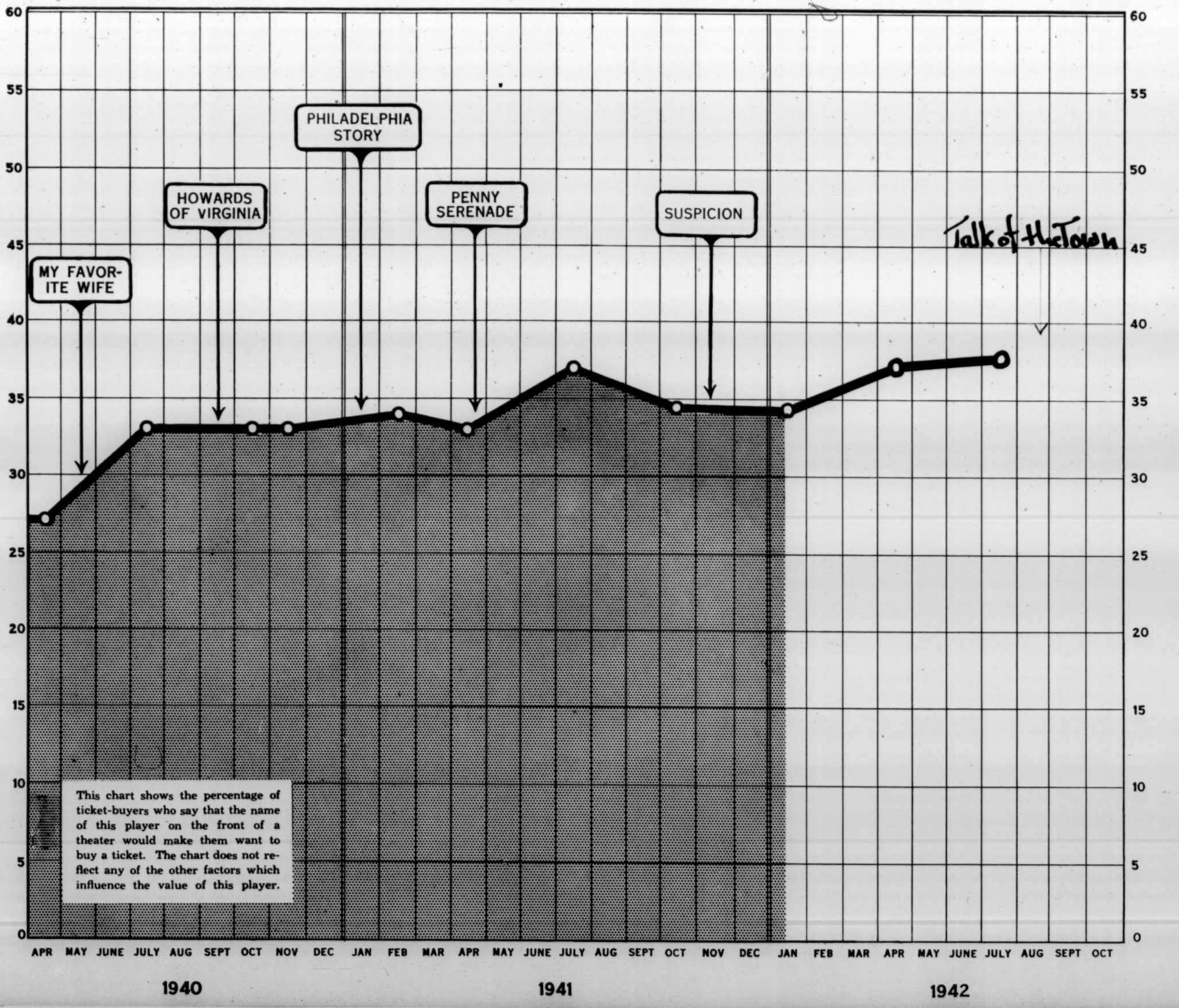

60
55
50
45
40
35
30
25
20
15
10
5
0
BOOM TOWN
COMRADE X
THEY MET IN BOMBAY
HONKY TONK
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

GARFIELD. JOHN

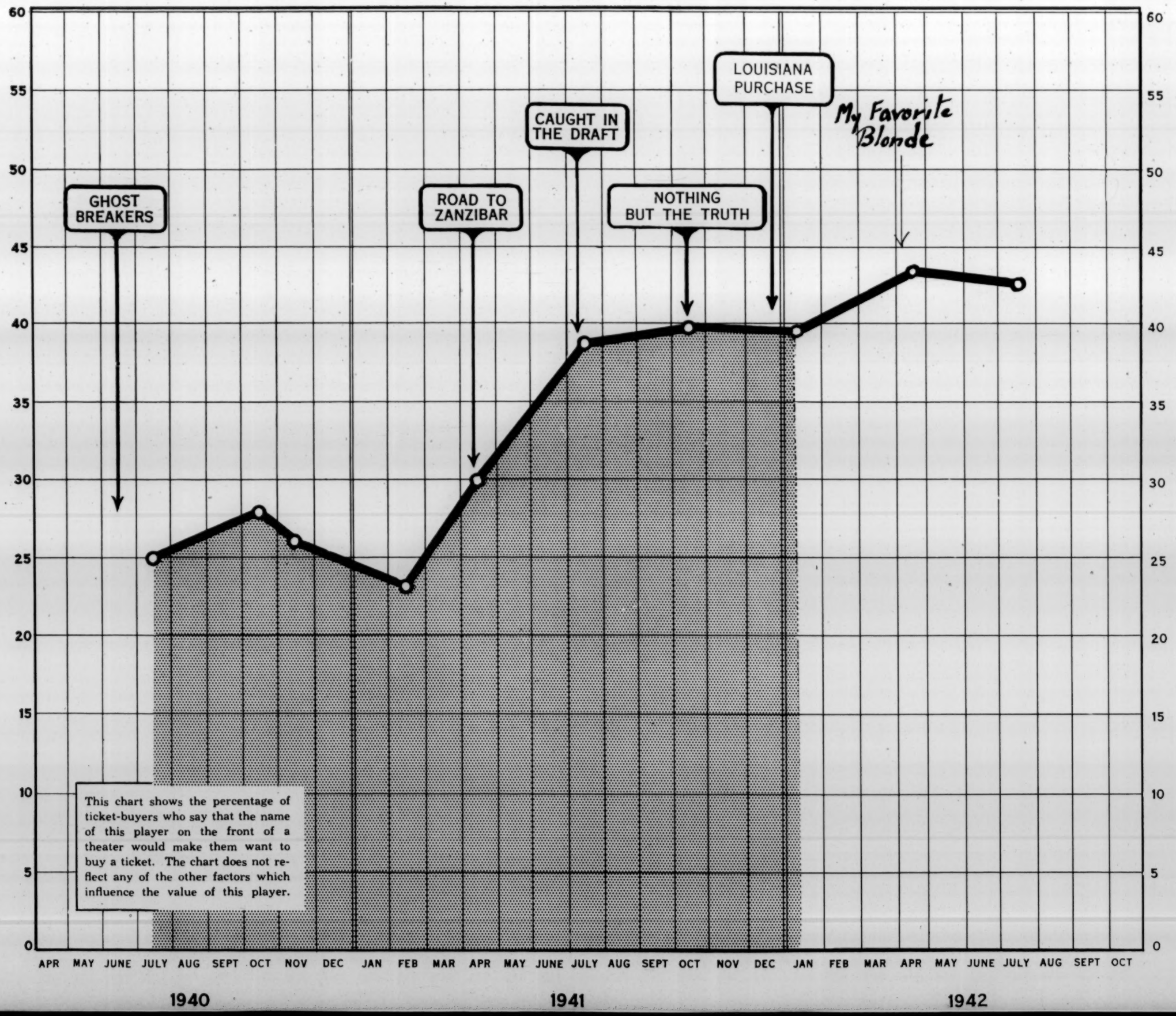
29TH ACTOR


60
55
50
45
40
35
30
25
20
15
10
5
0
EAST OF THE RIVER
OUT OF THE FOG
FLOWING GOLD
SEA WOLF
SATURDAY'S CHILDREN
Tortilla Flat
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

GRANT. CARY
9TH ACTOR


60
55
50
45
40
35
30
25
20
15
10
5
0
MY FAVOR-ITE WIFE
HOWARDS OF VIRGINIA
PHILADELPHIA STORY
PENNY SERENADE
SUSPICION
Talk of the Town
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

HOPE. BOB
5TH ACTOR


60
55
50
45
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35
30
25
20
15
10
5
0
GHOST BREAKERS
ROAD TO ZANZIBAR
CAUGHT IN THE DRAFT
NOTHING BUT THE TRUTH
LOUISIANA PURCHASE
My Favorite Blonde
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

KYSER. KAY
34TH ACTOR

60
55
50
45
40
35
30
25
20
15
10
5
0

YOU'LL FIND OUT

PLAYMATES

My Favorite Spy

NOT MEASURED IN PREVIOUS AUDITS

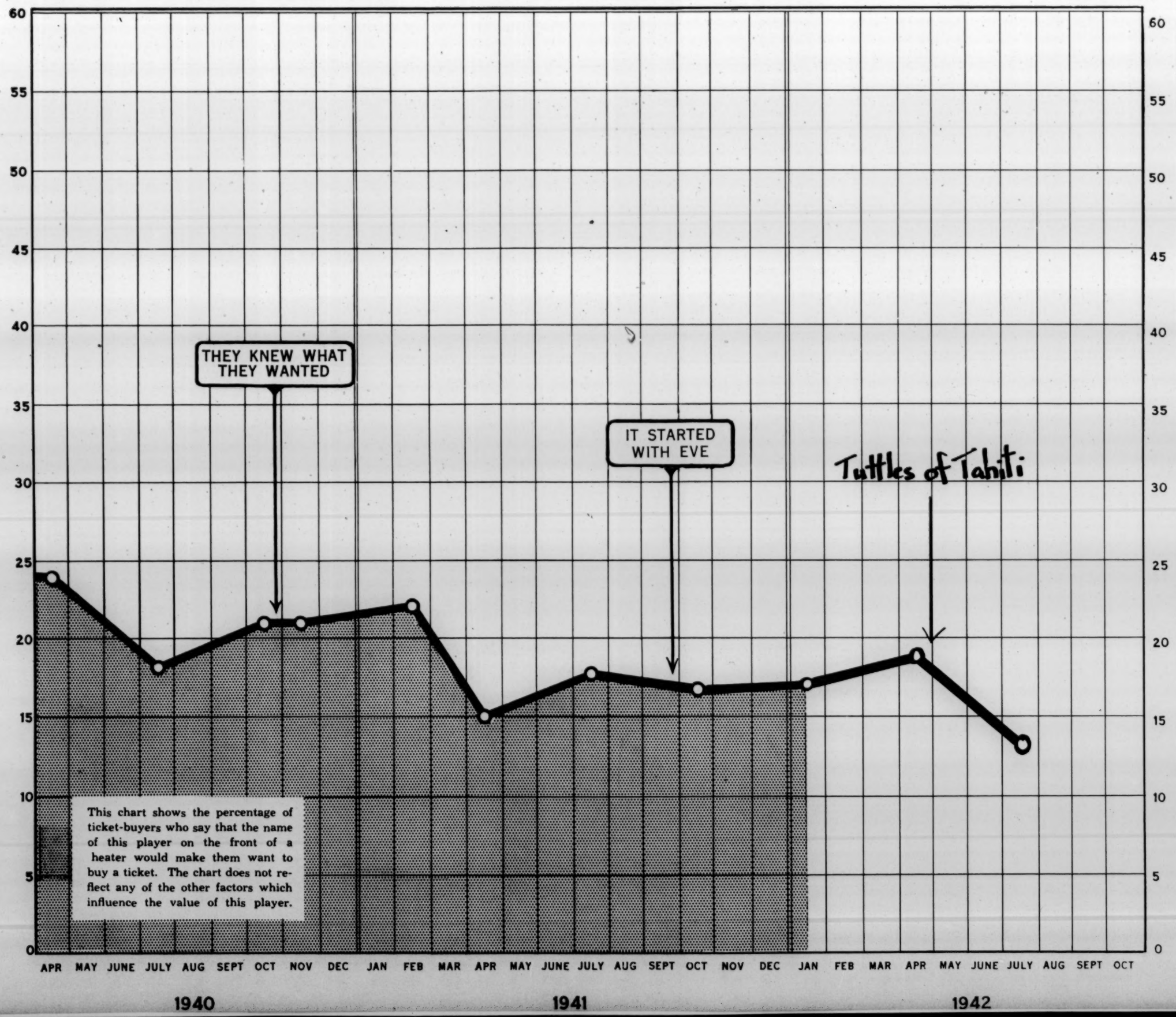
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT

1940 1941 1942

LAUGHTON. CHARLES

30TH ACTOR


60
55
50
45
40
35
30
25
20
15
10
5
0
THEY KNEW WHAT THEY WANTED
IT STARTED WITH EVE
Tuttles of Tahiti
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a heater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

LYNN. JEFFREY
49TH ACTOR

60
55
50
45
40
35
30
25
20
15
10
5
0

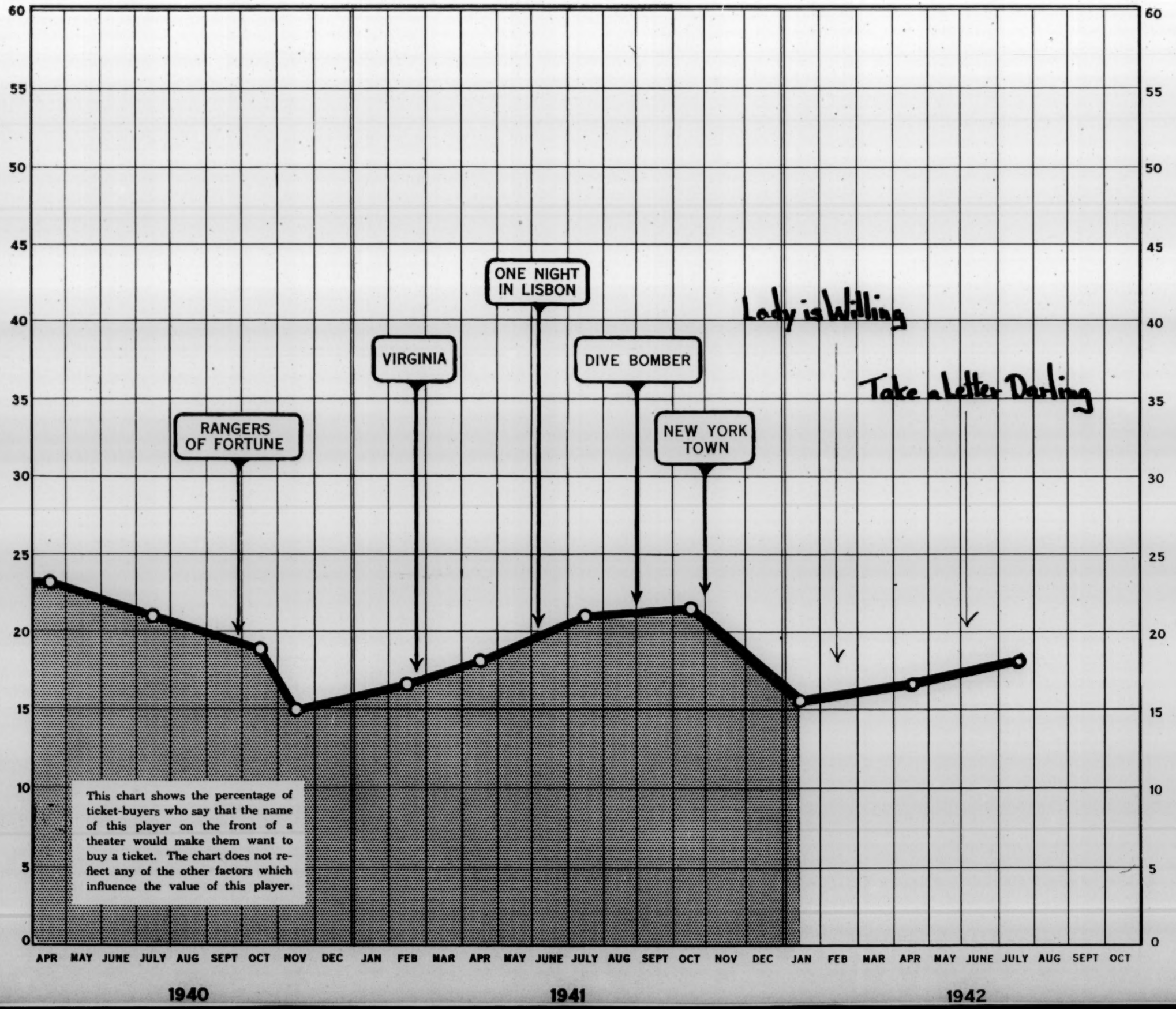
UNDER-GROUND
MILLION DOLLAR BABY
FLIGHT FROM DESTINY
FOUR MOTHERS
THE BODY DISAPPEARS
LAW OF THE TROPICS

This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT

1940 1941 1942

MACMURRAY. FRED
37TH ACTOR


60
55
50
45
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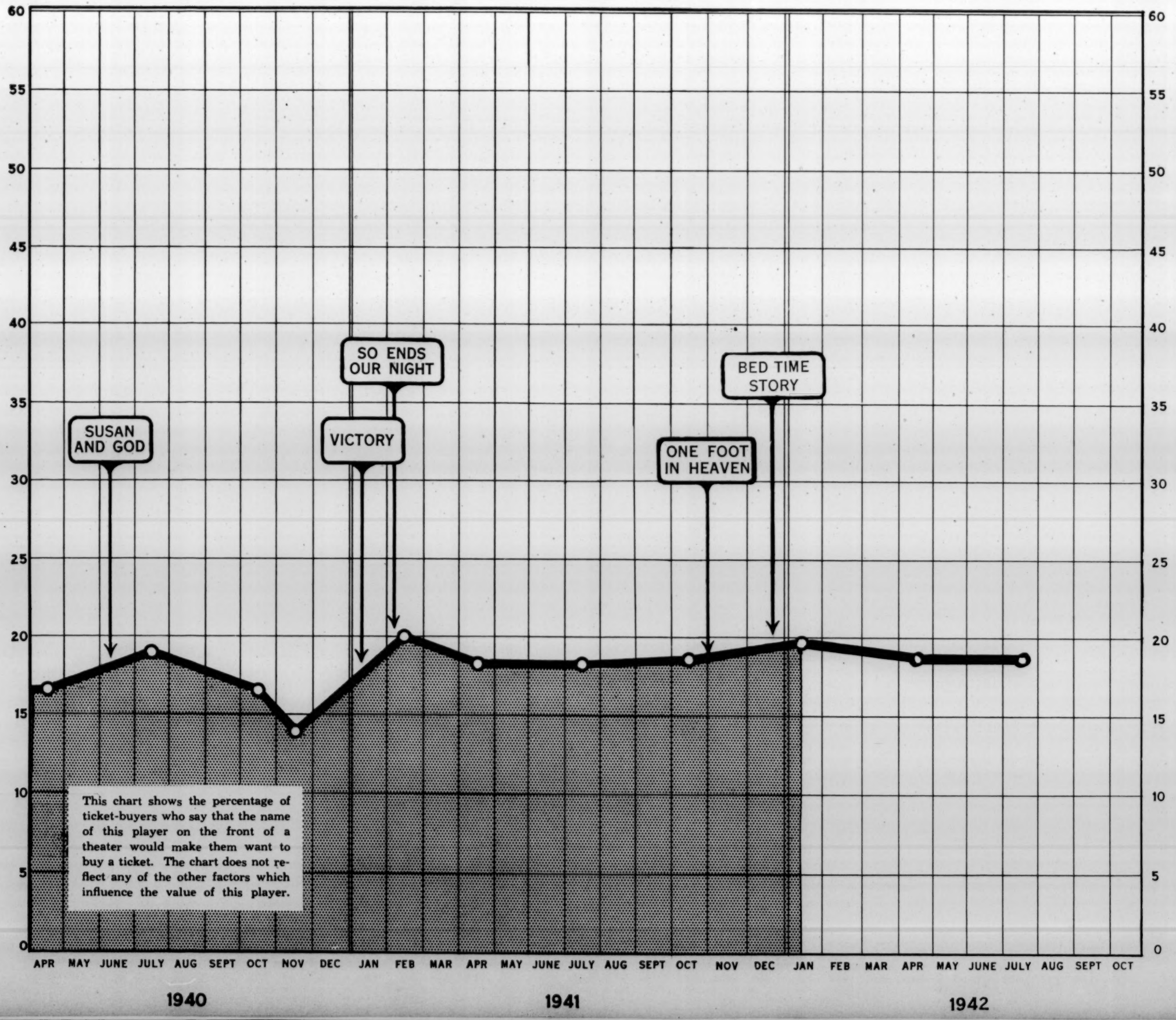
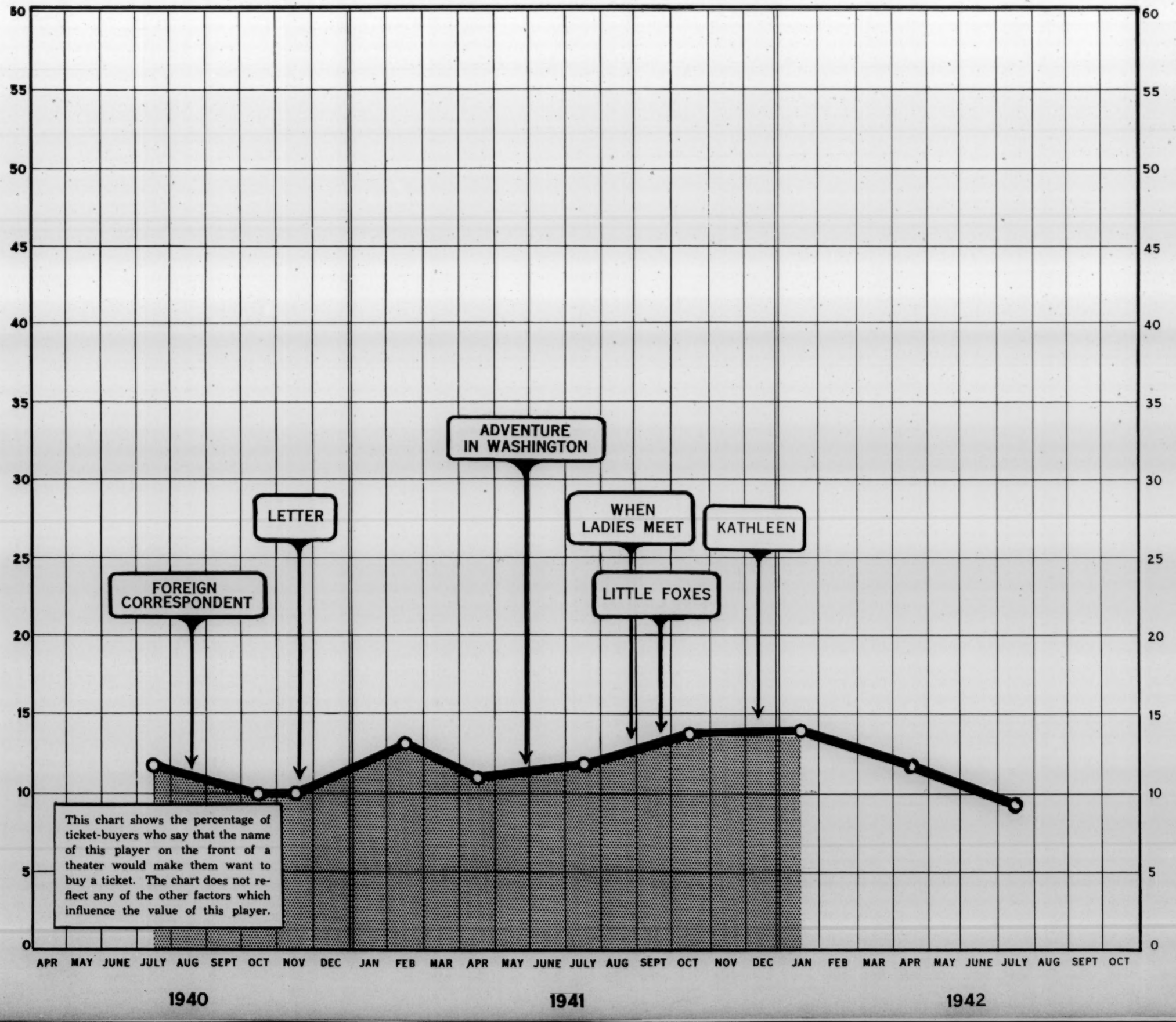
35
30
25
20
15
10
5
0
ONE NIGHT IN LISBON
Lady is Willing
VIRGINIA
DIVE BOMBER
Take a Letter Darling
RANGERS OF FORTUNE
NEW YORK TOWN
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

MARCH. FREDRIC
26TH ACTOR

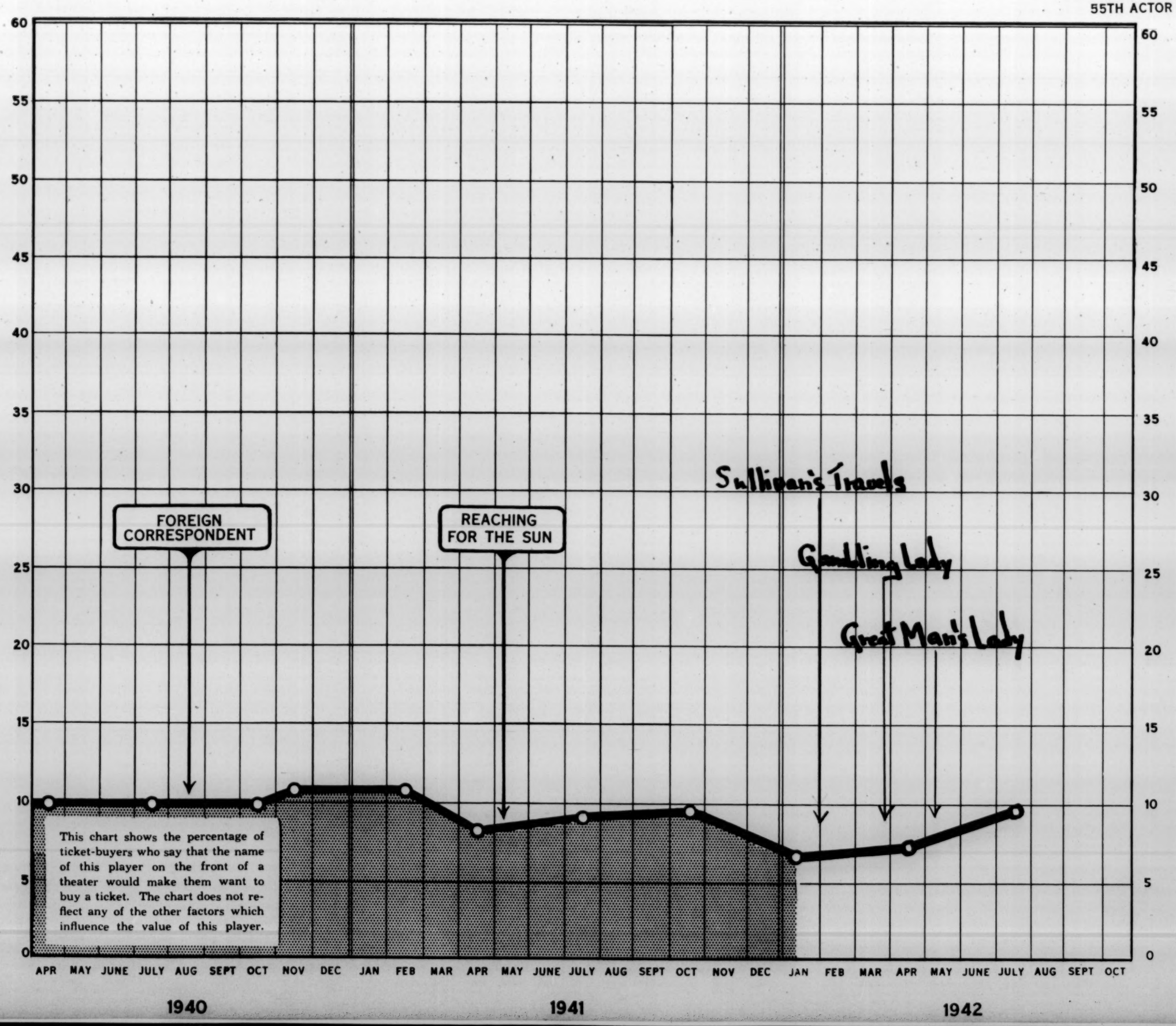

60
55
50
45
40
35
30
25
20
15
10
5
0
SUSAN AND GOD
SO ENDS OUR NIGHT
VICTORY
ONE FOOT IN HEAVEN
BED TIME STORY
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

MARSHALL. HERBERT
41ST ACTOR


60
55
50
45
40
35
30
25
20
15
10
5
0
ADVENTURE IN WASHINGTON
LETTER
WHEN LADIES MEET
KATHLEEN
FOREIGN CORRESPONDENT
LITTLE FOXES
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

McCREA. JOEL

55TH ACTOR


60
55
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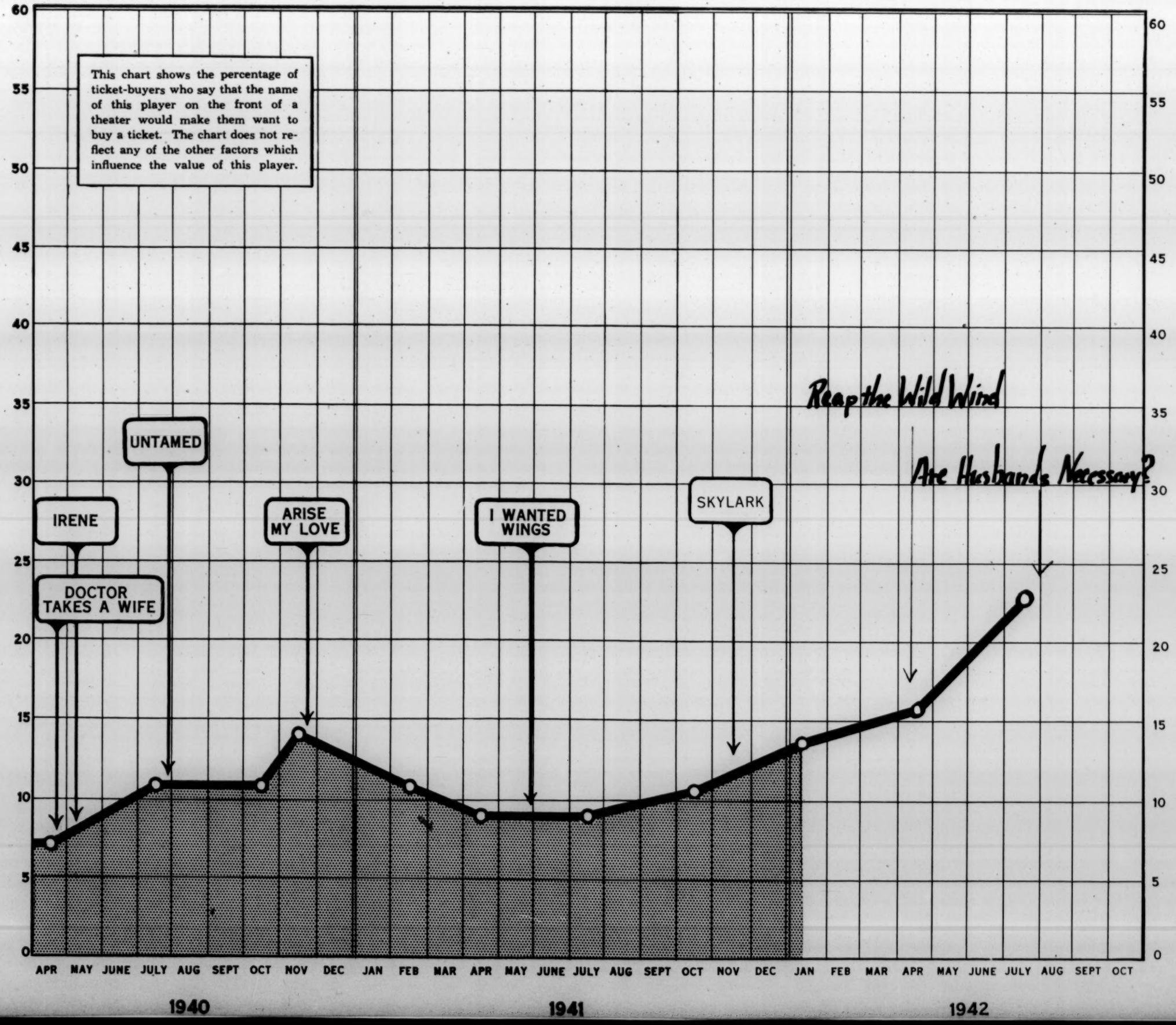
40
35
30
25
20
15
10
5
0
FOREIGN CORRESPONDENT
REACHING FOR THE SUN
Sullivan's Travels
Gambling Lady
Great Man's Lady
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

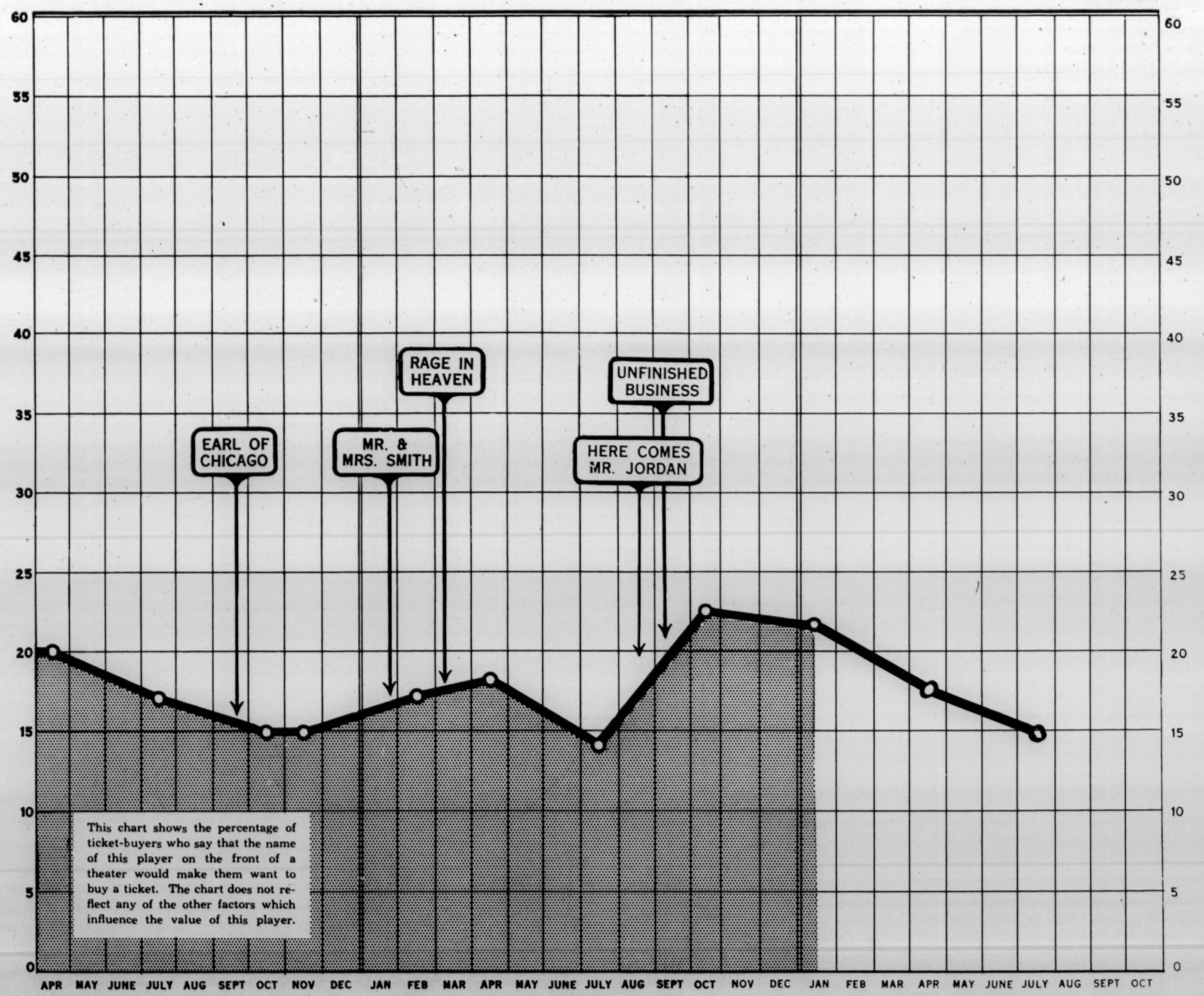
MILLAND. RAY
42ND ACTOR

This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.



MONTGOMERY. ROBERT

20TH ACTOR


60
55
50
45
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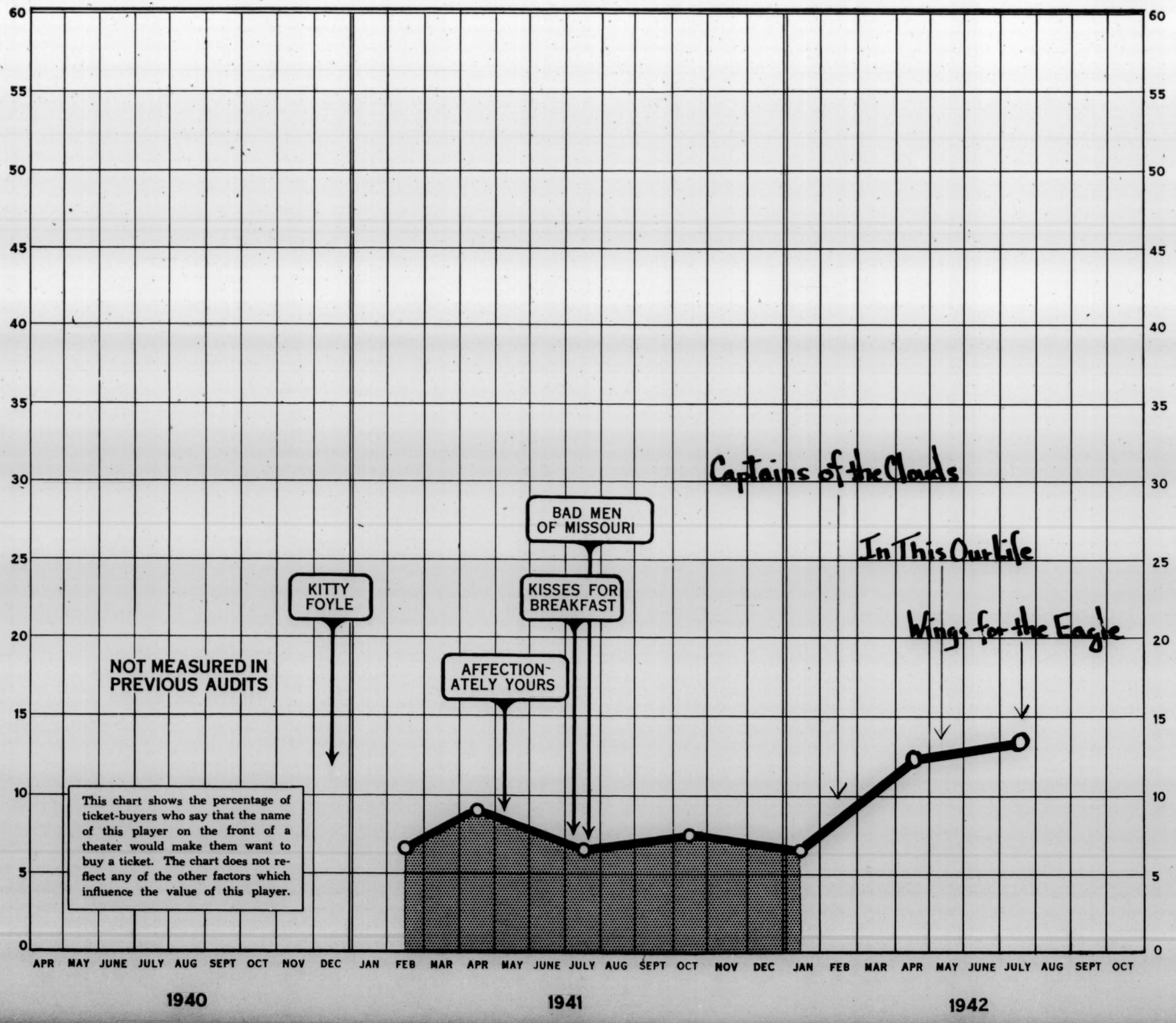
35
30
25
20
15
10
5
0
RAGE IN HEAVEN
UNFINISHED BUSINESS
EARL OF CHICAGO
MR. & MRS. SMITH
HERE COMES MR. JORDAN
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

MORGAN. DENNIS
54TH ACTOR


60
55
50
45
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35
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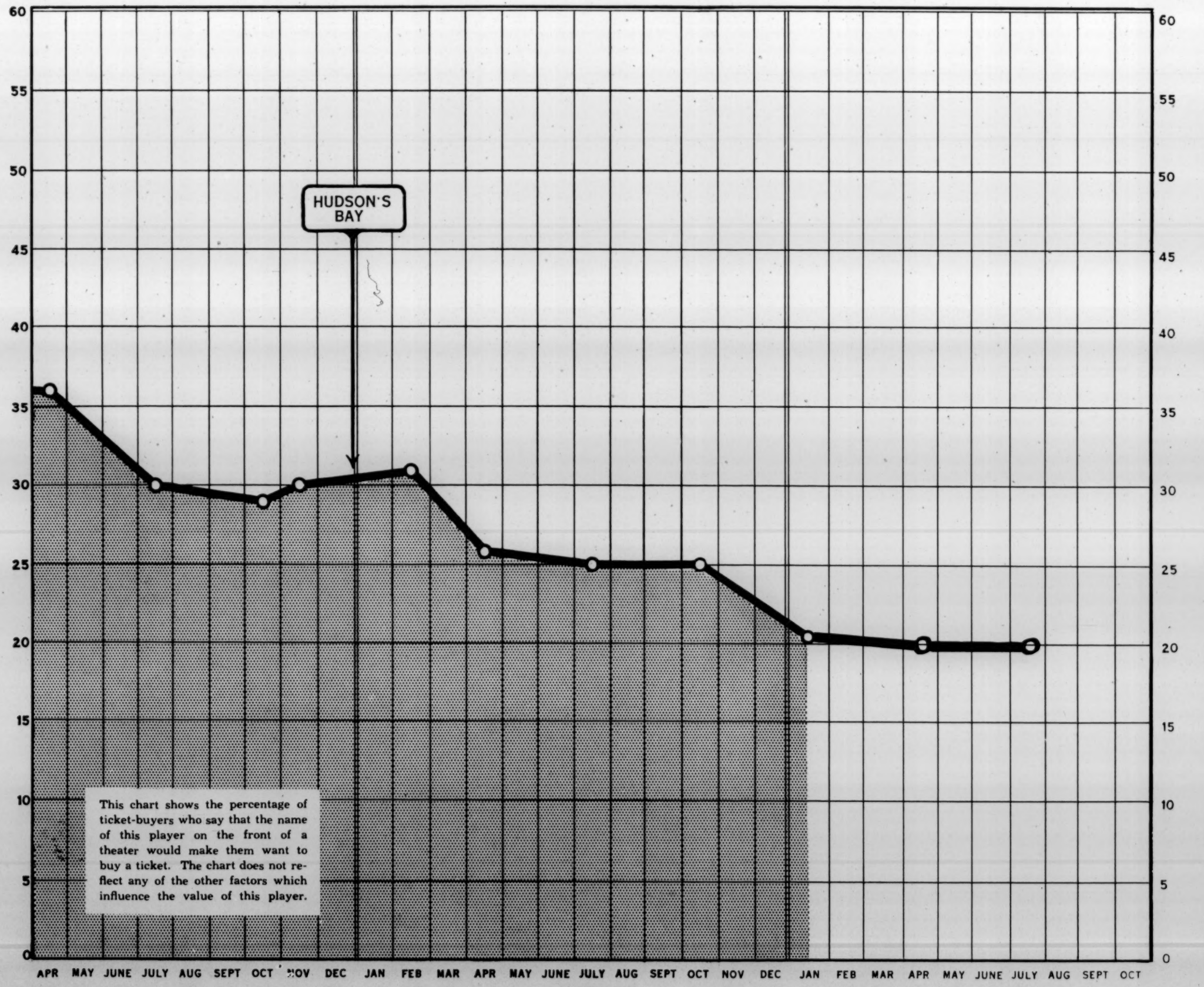
20
15
10
5
0
KITTY FOYLE
BAD MEN OF MISSOURI
KISSES FOR BREAKFAST
AFFECTION-ATELY YOURS
Captains of the Clouds
In This Our Life
Wings for the Eagle
NOT MEASURED IN PREVIOUS AUDITS
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

MUNI. PAUL
24TH ACTOR


HUDSON'S BAY
60
55
50
45
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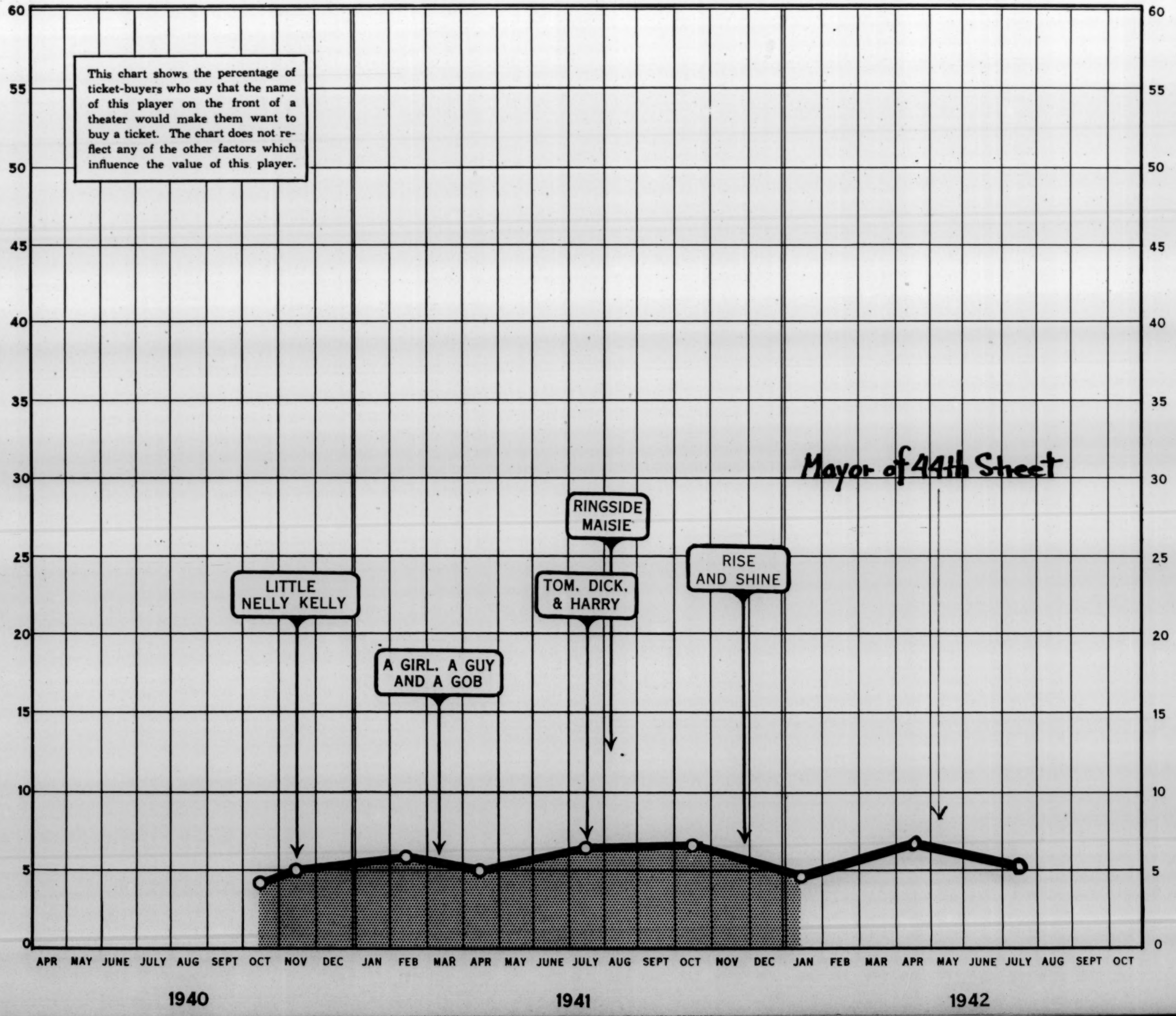
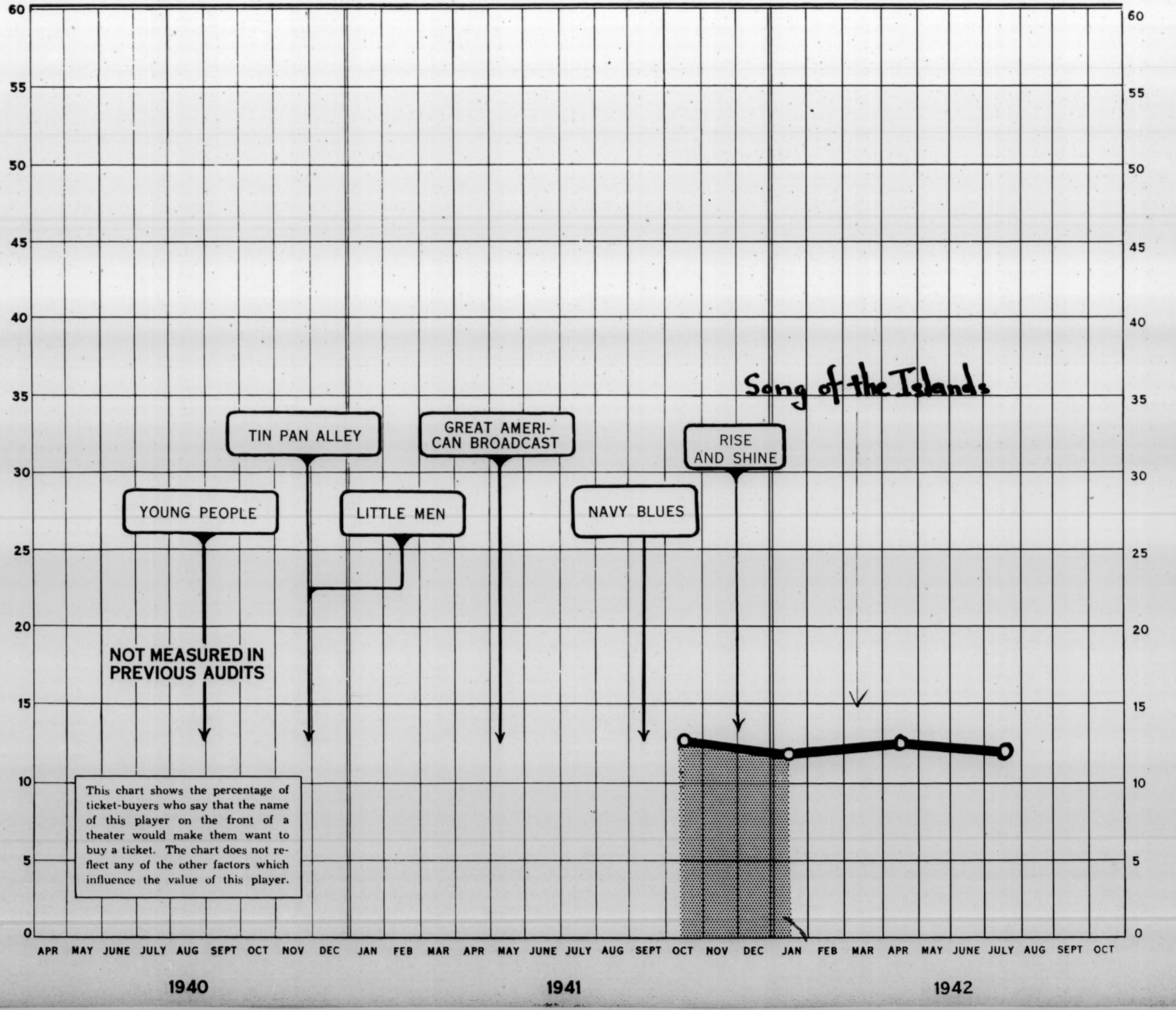
35
30
25
20
15
10
5
0
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

MURPHY. GEORGE
58TH ACTOR

This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.



OAKIE. JACK
46TH ACTOR


60
55
50
45
40
35
30
25
20
15
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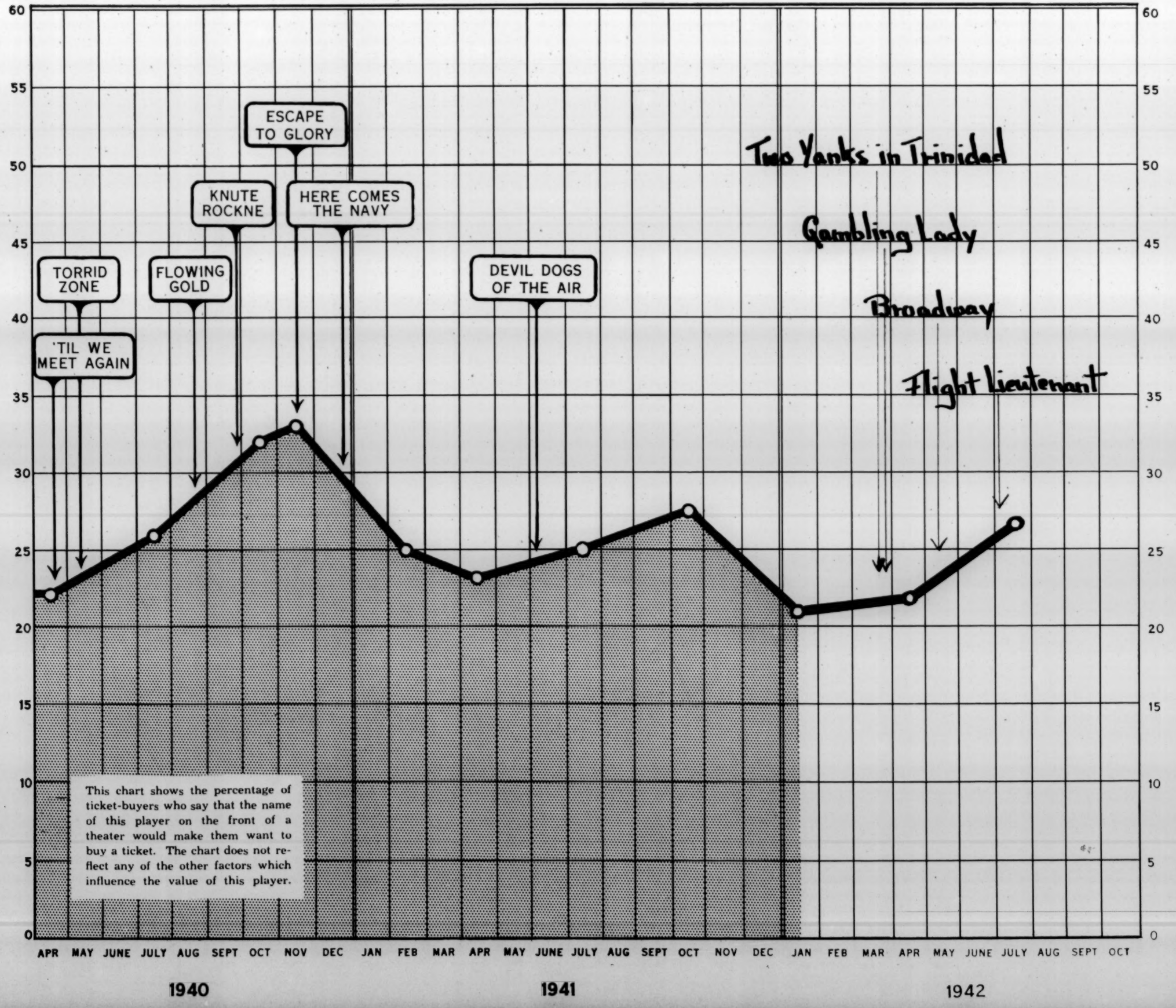
5
0
Song of the Islands
TIN PAN ALLEY
GREAT AMERI-CAN BROADCAST
RISE AND SHINE
YOUNG PEOPLE
LITTLE MEN
NAVY BLUES
NOT MEASURED IN PREVIOUS AUDITS
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

O'BRIEN. PAT
22ND ACTOR


60
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40
35
30
25
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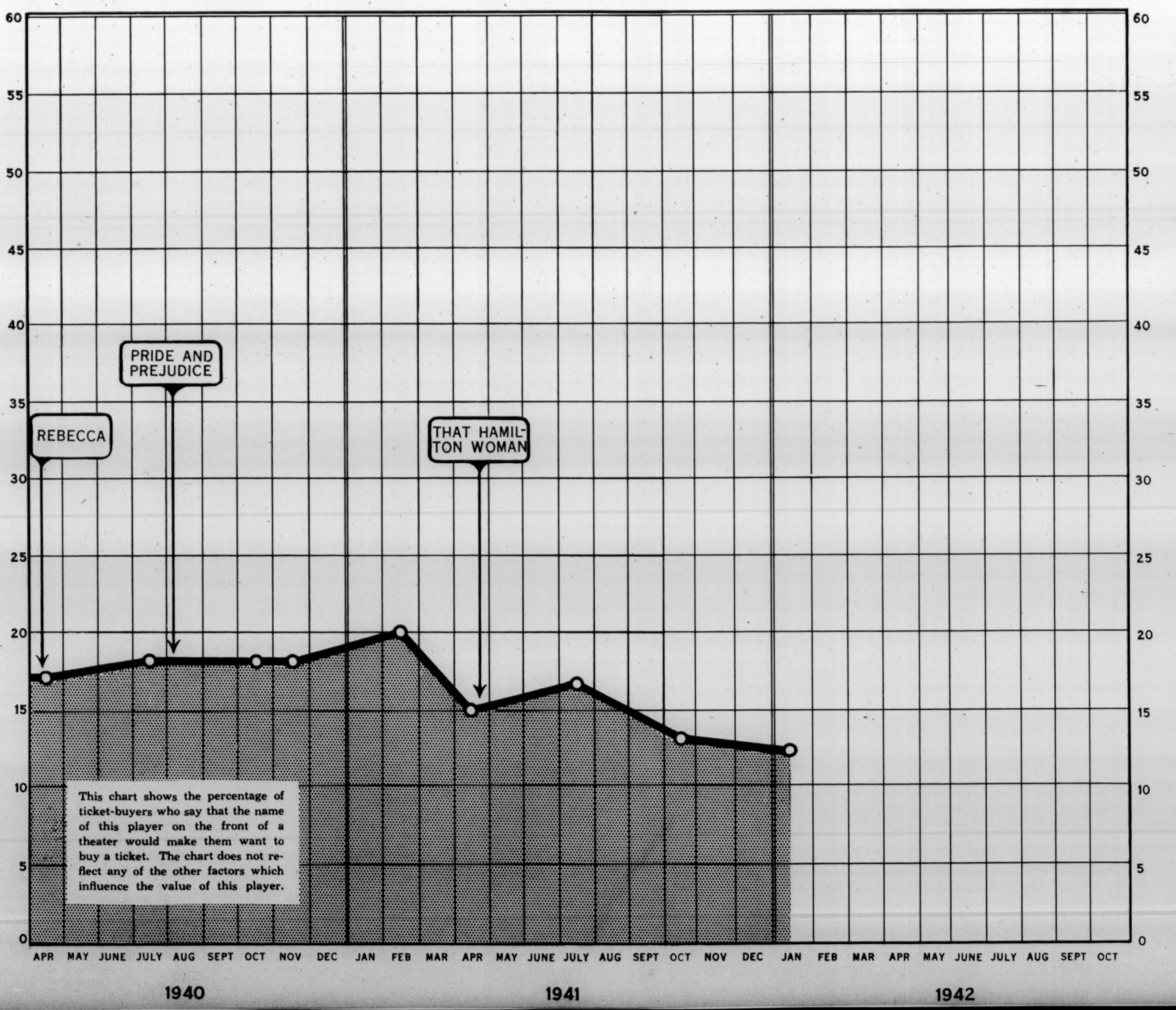
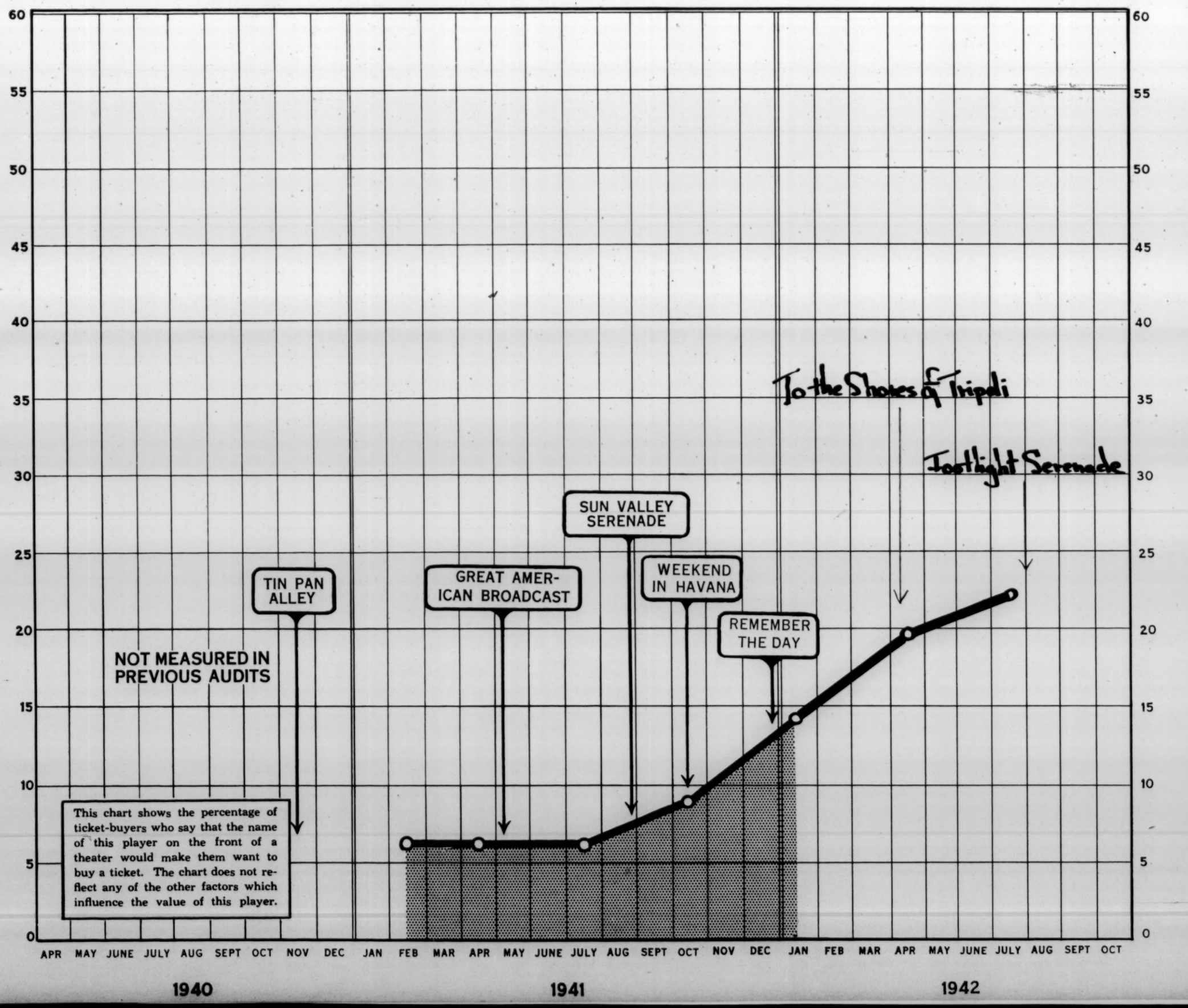
15
10
5
0
ESCAPE TO GLORY
KNUTE ROCKNE
HERE COMES THE NAVY
TORRID ZONE
FLOWING GOLD
DEVIL DOGS OF THE AIR
'TIL WE MEET AGAIN
Two Yanks in Trinidad
Gambling Lady
Broadway
Flight Lieutenant
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

OLIVIER. LAURENCE
44TH ACTOR


60
55
50
45
40
35
30
25
20
15
10
5
0
REBECCA
PRIDE AND PREJUDICE
THAT HAMILTON WOMAN
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

PAYNE. JOHN
40TH ACTOR


60
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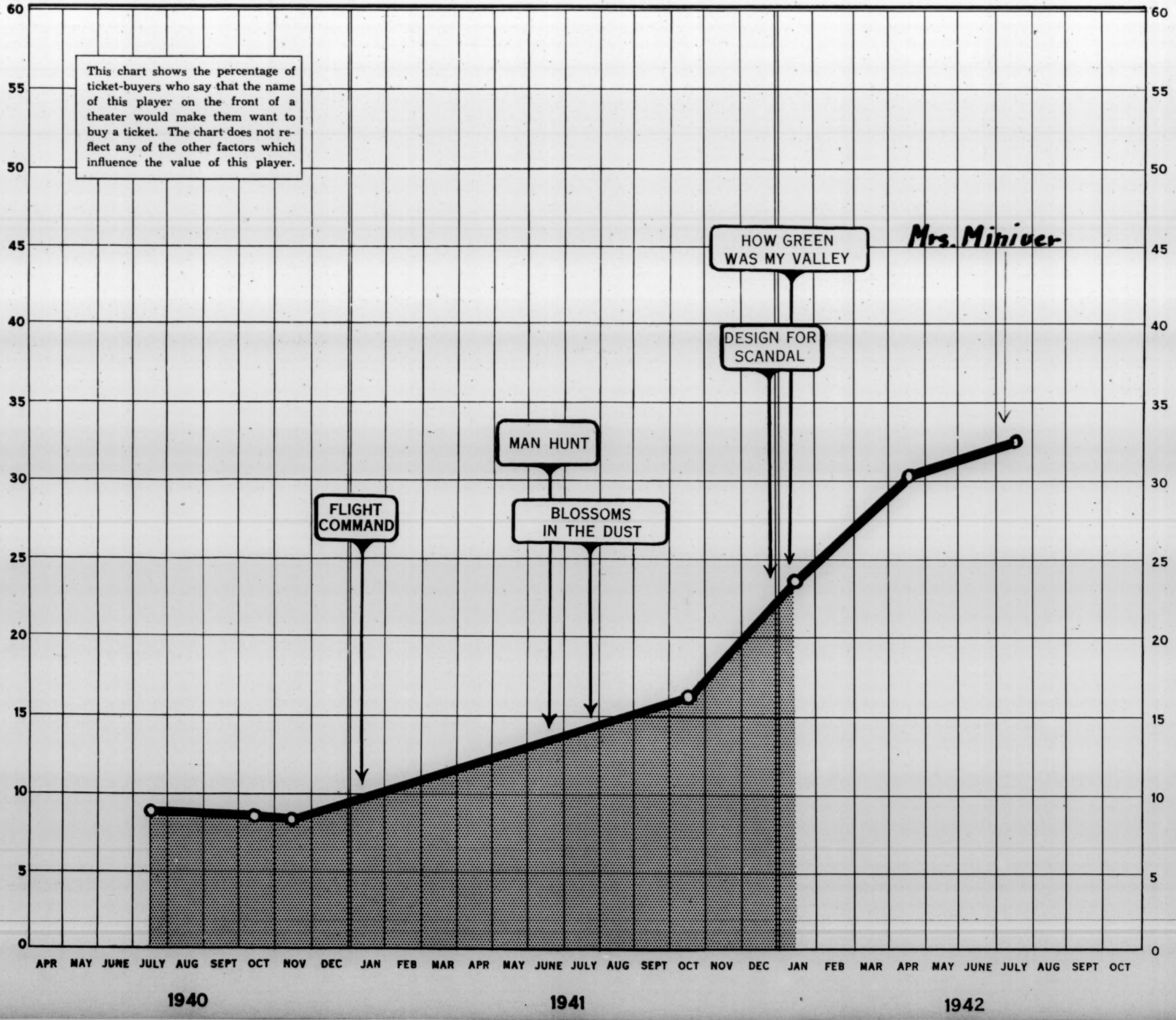
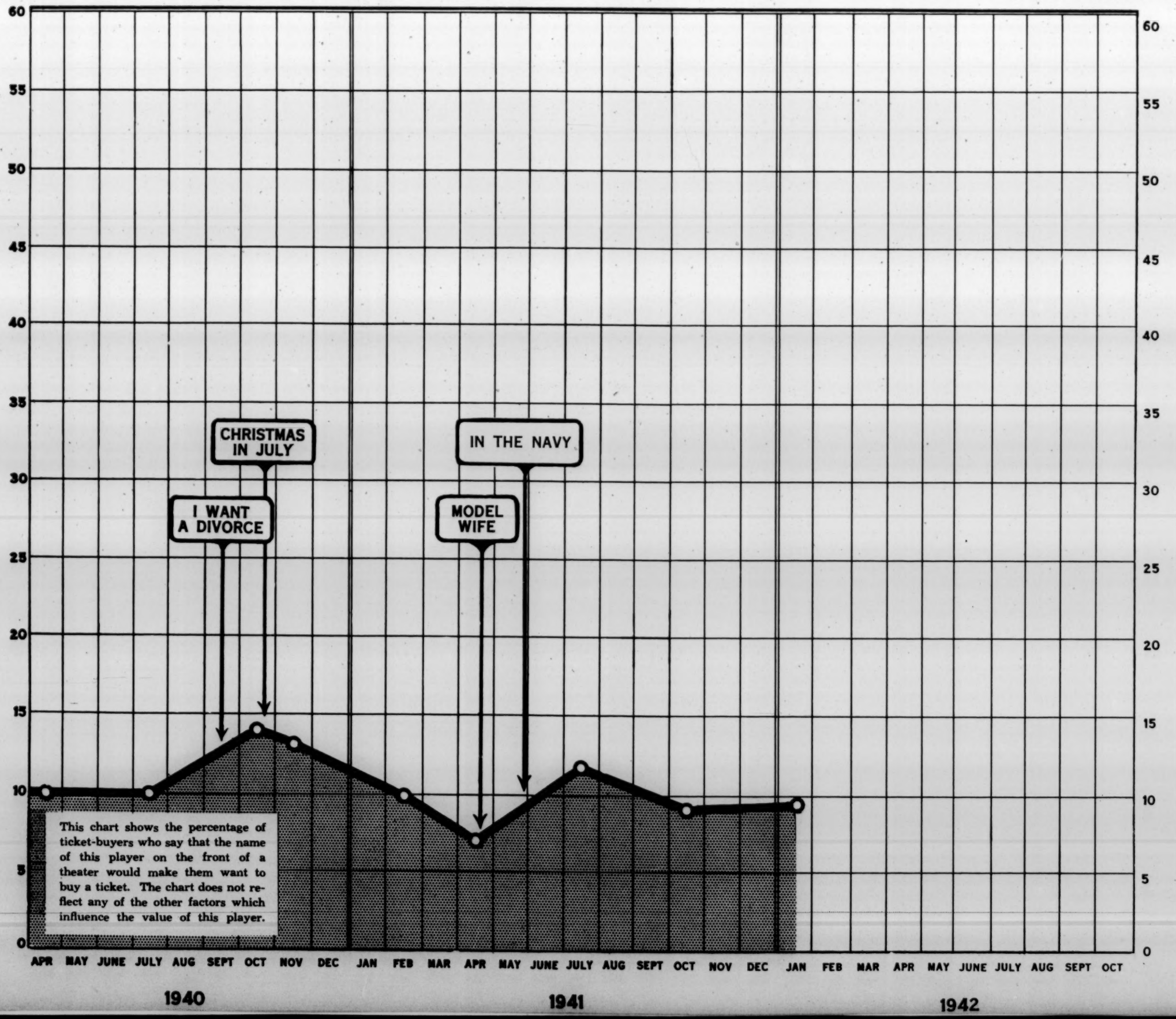
20
15
10
5
0
To the Shores of Tripoli
Footlight Serenade
SUN VALLEY SERENADE
TIN PAN ALLEY
GREAT AMER-ICAN BROADCAST
WEEKEND IN HAVANA
REMEMBER THE DAY
NOT MEASURED IN PREVIOUS AUDITS
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

PIDGEON. WALTER
16TH ACTOR

This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.



POWELL, DICK
48TH ACTOR


60
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35
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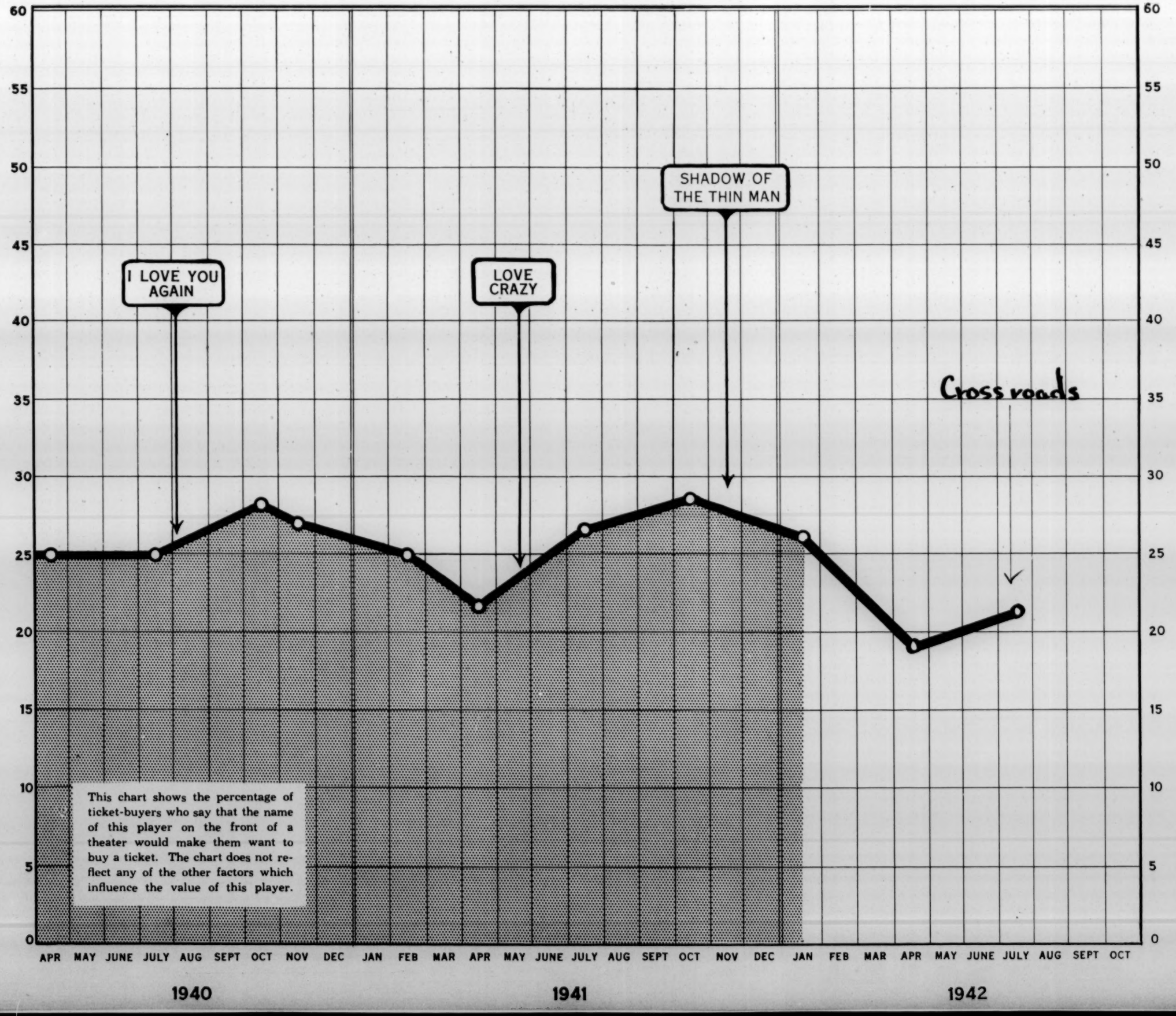
20
15
10
5
0
CHRISTMAS IN JULY
I WANT A DIVORCE
IN THE NAVY
MODEL WIFE
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

POWELL. WILLIAM
14TH ACTOR


60
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50
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35
30
25
20
15
10
5
0
I LOVE YOU AGAIN
LOVE CRAZY
SHADOW OF THE THIN MAN
Cross roads
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

POWER. TYRONE
11TH ACTOR

JOHNNY APOLLO

BRIGHAM YOUNG

MARK OF ZORRO

BLOOD AND SAND

YANK IN THE R.A.F.

SON OF FURY

This Above All

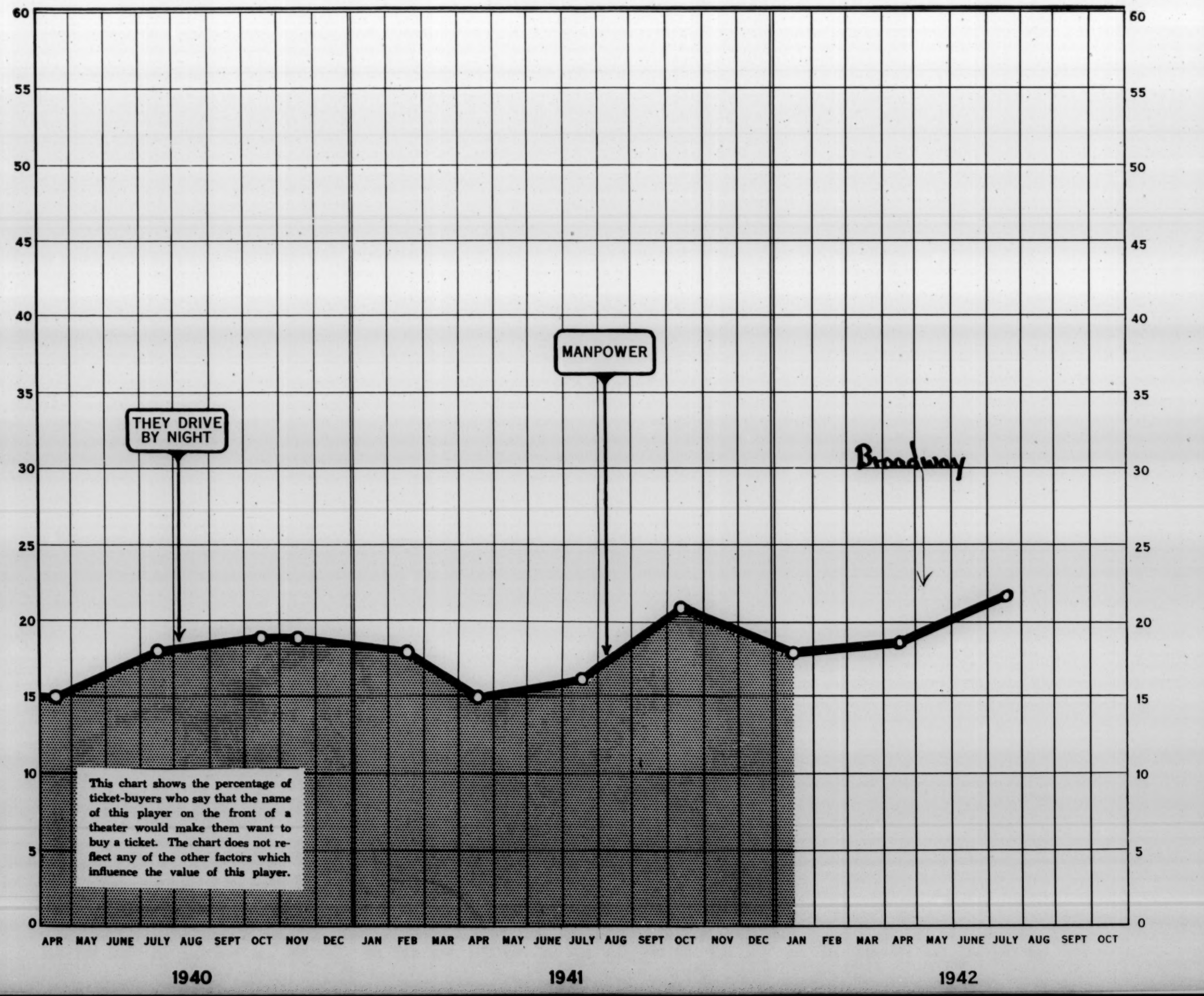
60 55 50 45 40 35 30 25 20 15 10 5 0

APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT

1940 1941 1942

This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

RAFT. GEORGE
28TH ACTOR


60
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45
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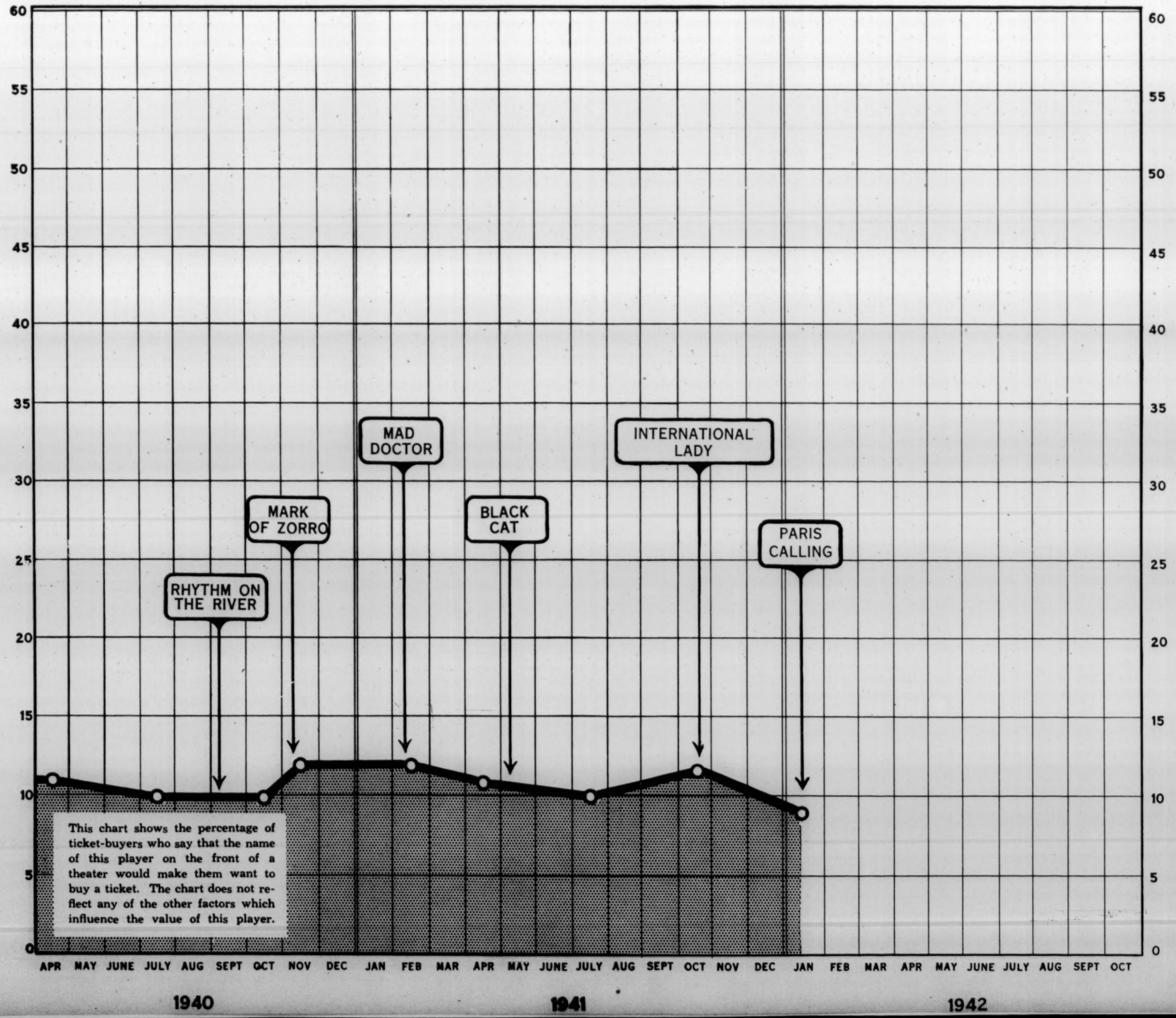
35
30
25
20
15
10
5
0
THEY DRIVE BY NIGHT
MANPOWER
Broadway
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

RATHBONE. BASIL

50TH ACTOR


60
55
50
45
40
35
30
25
20
15
10
5
0
RHYTHM ON THE RIVER
MARK OF ZORRO
MAD DOCTOR
BLACK CAT
INTERNATIONAL LADY
PARIS CALLING
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

REAGAN. RONALD
45TH ACTOR

This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

60 55 50 45 40 35 30 25 20 15 10 5 0

KNUTE ROCKNE

NOT MEASURED IN PREVIOUS AUDITS

SANTA FE TRAIL

BAD MAN

MILLION DOLLAR BABY

INTERNATIONAL SQUADRON

NINE LIVES ARE NOT ENOUGH

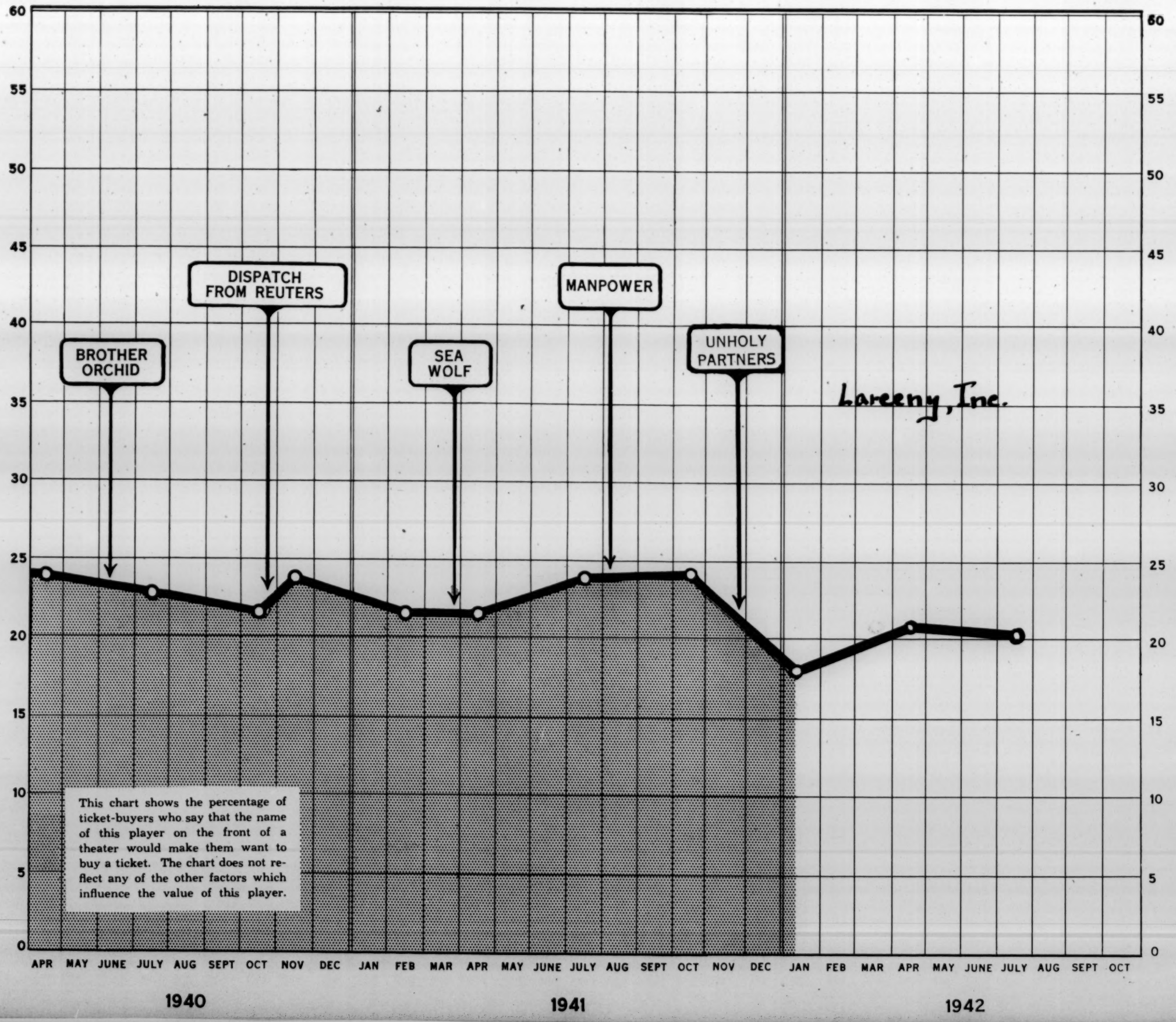
Kings Row

Juke Girl

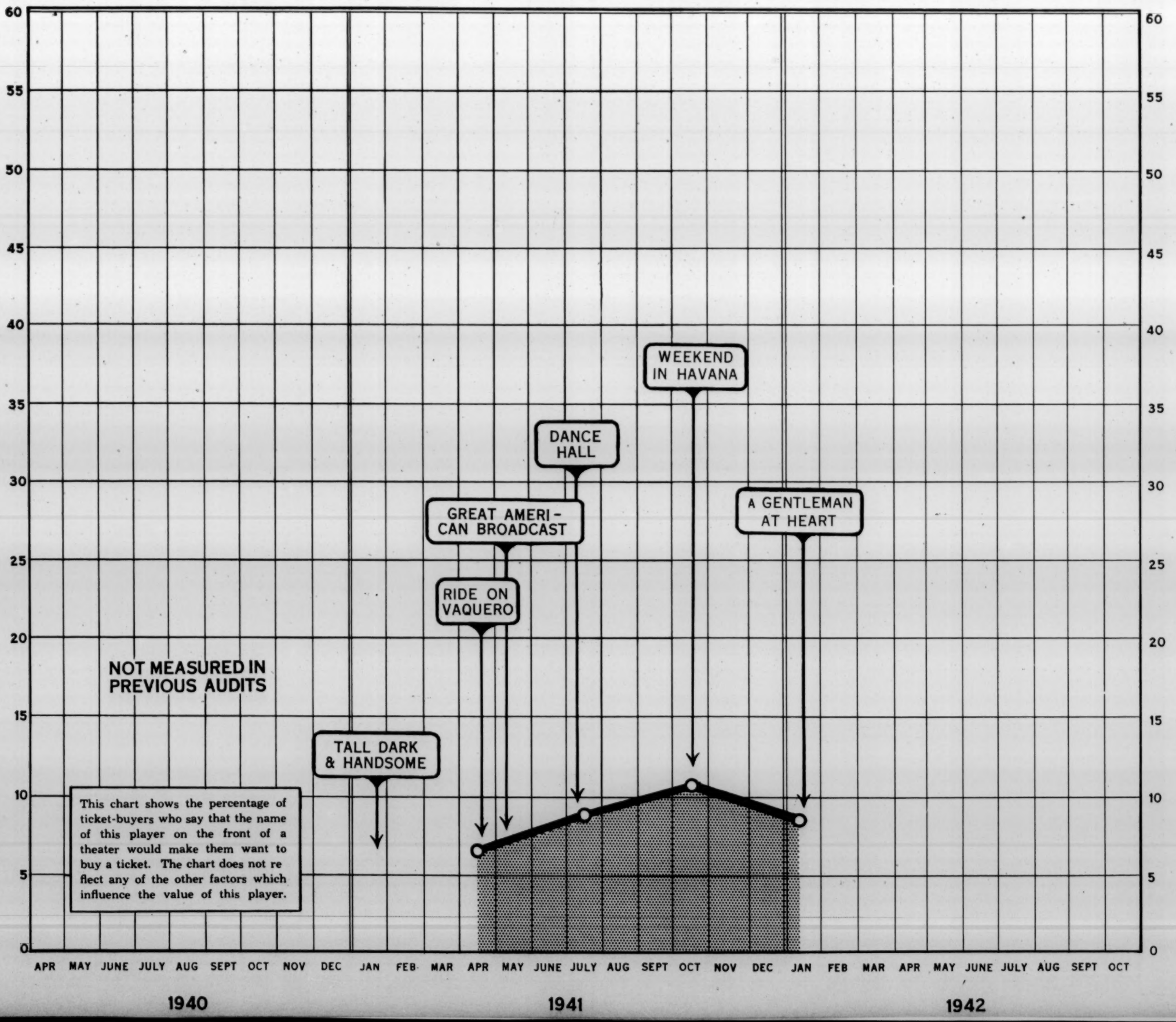
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT

1940 1941 1942

ROBINSON. EDWARD G.
27TH ACTOR


60
55
50
45
40
35
30
25
20
15
10
5
0
BROTHER ORCHID
DISPATCH FROM REUTERS
SEA WOLF
MANPOWER
UNHOLY PARTNERS
Lareeny, Inc.
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

ROMERO. CESAR
52ND ACTOR


60
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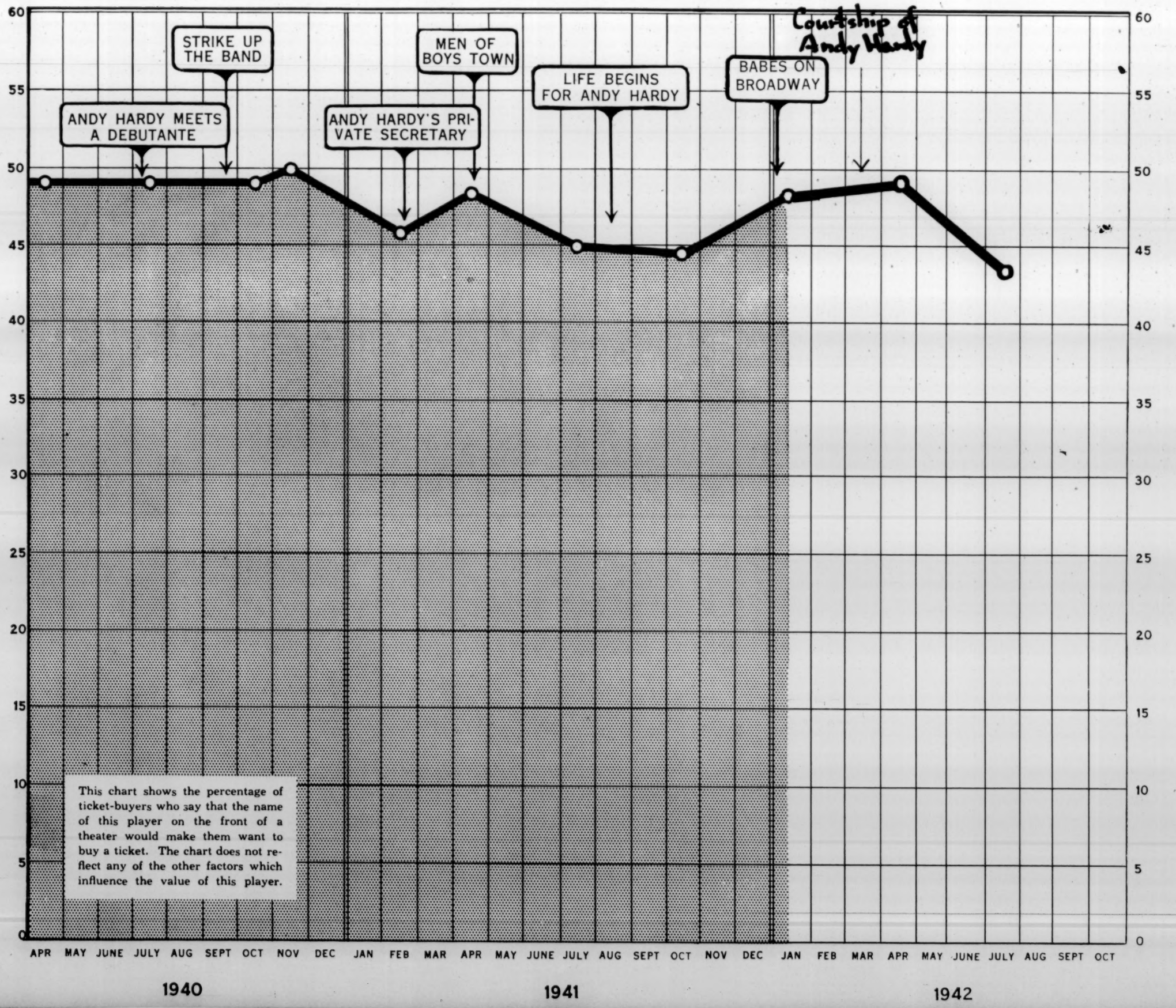
45
40
35
30
25
20
15
10
5
0
WEEKEND IN HAVANA
DANCE HALL
GREAT AMERI-CAN BROADCAST
RIDE ON VAQUERO
A GENTLEMAN AT HEART
TALL DARK & HANDSOME
NOT MEASURED IN PREVIOUS AUDITS
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not re flect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

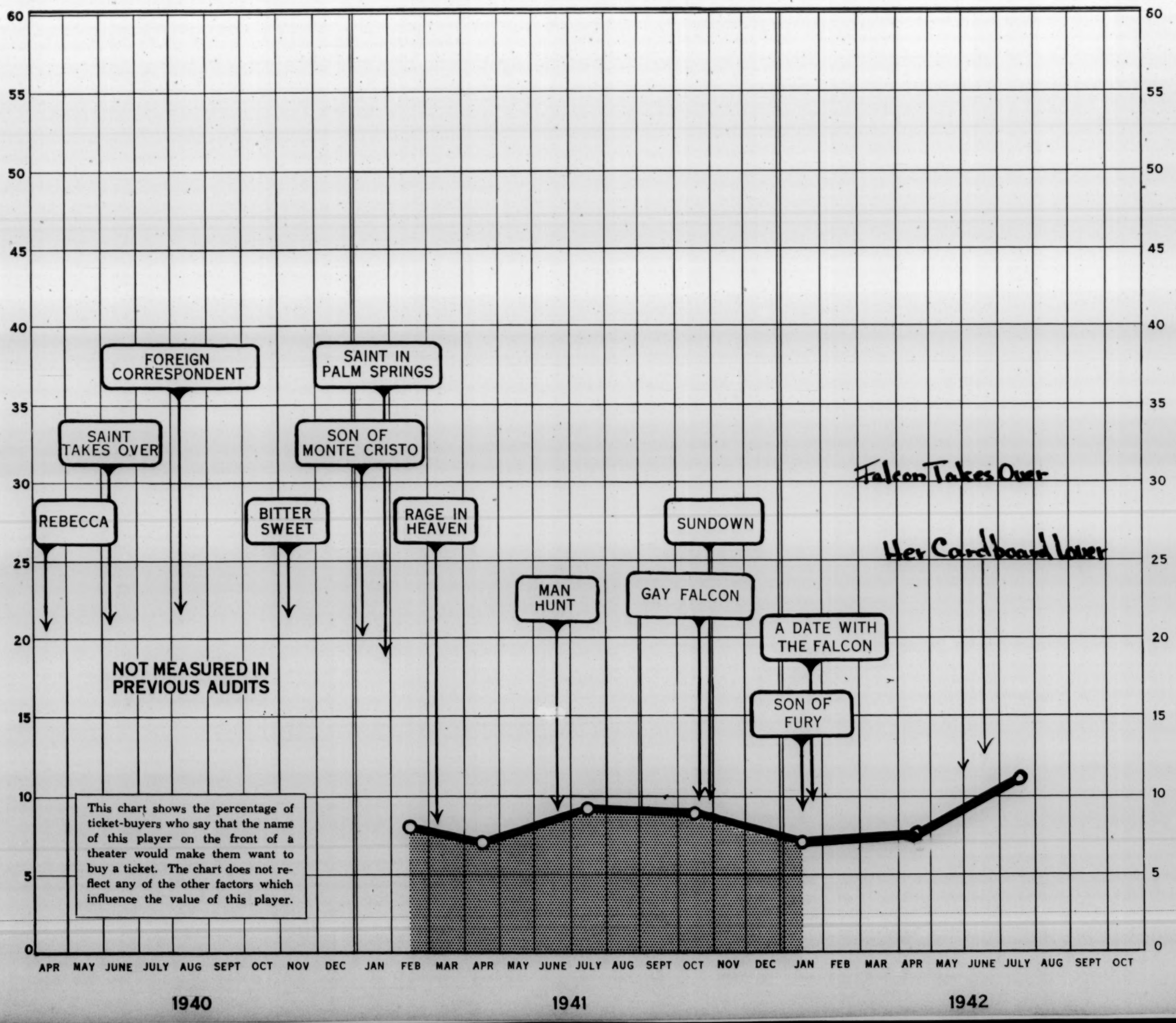
ROONEY. MICKEY

3RD ACTOR



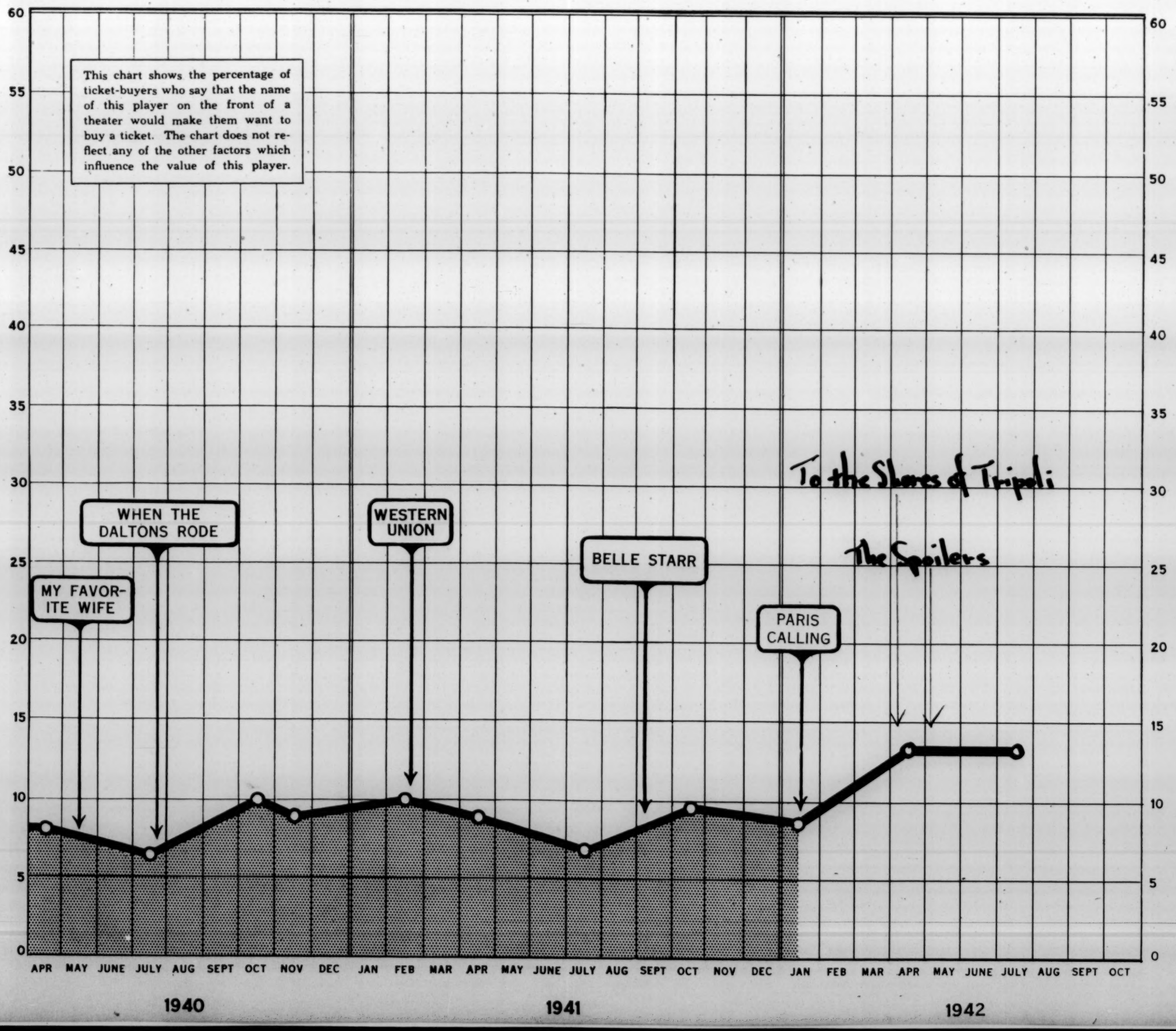
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

SANDERS. GEORGE
53RD ACTOR

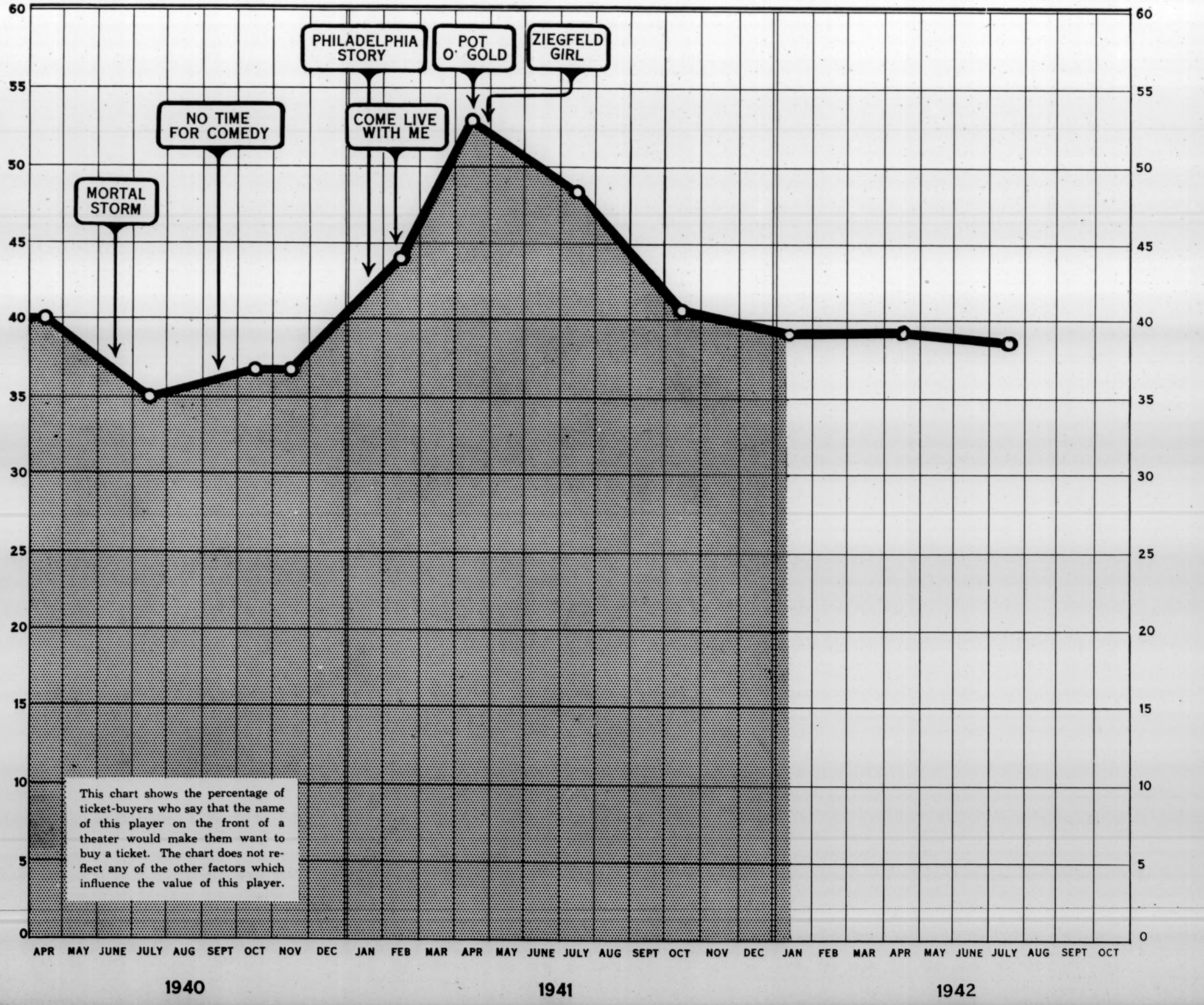

60
55
50
45
40
35
30
25
20
15
10
5
0
FOREIGN CORRESPONDENT
SAINT IN PALM SPRINGS
SAINT TAKES OVER
SON OF MONTE CRISTO
REBECCA
BITTER SWEET
RAGE IN HEAVEN
SUNDOWN
MAN HUNT
GAY FALCON
A DATE WITH THE FALCON
SON OF FURY
Falcon Takes Over
Her Cardboard Lover
NOT MEASURED IN PREVIOUS AUDITS
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

SCOTT. RANDOLPH
51ST ACTOR

This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

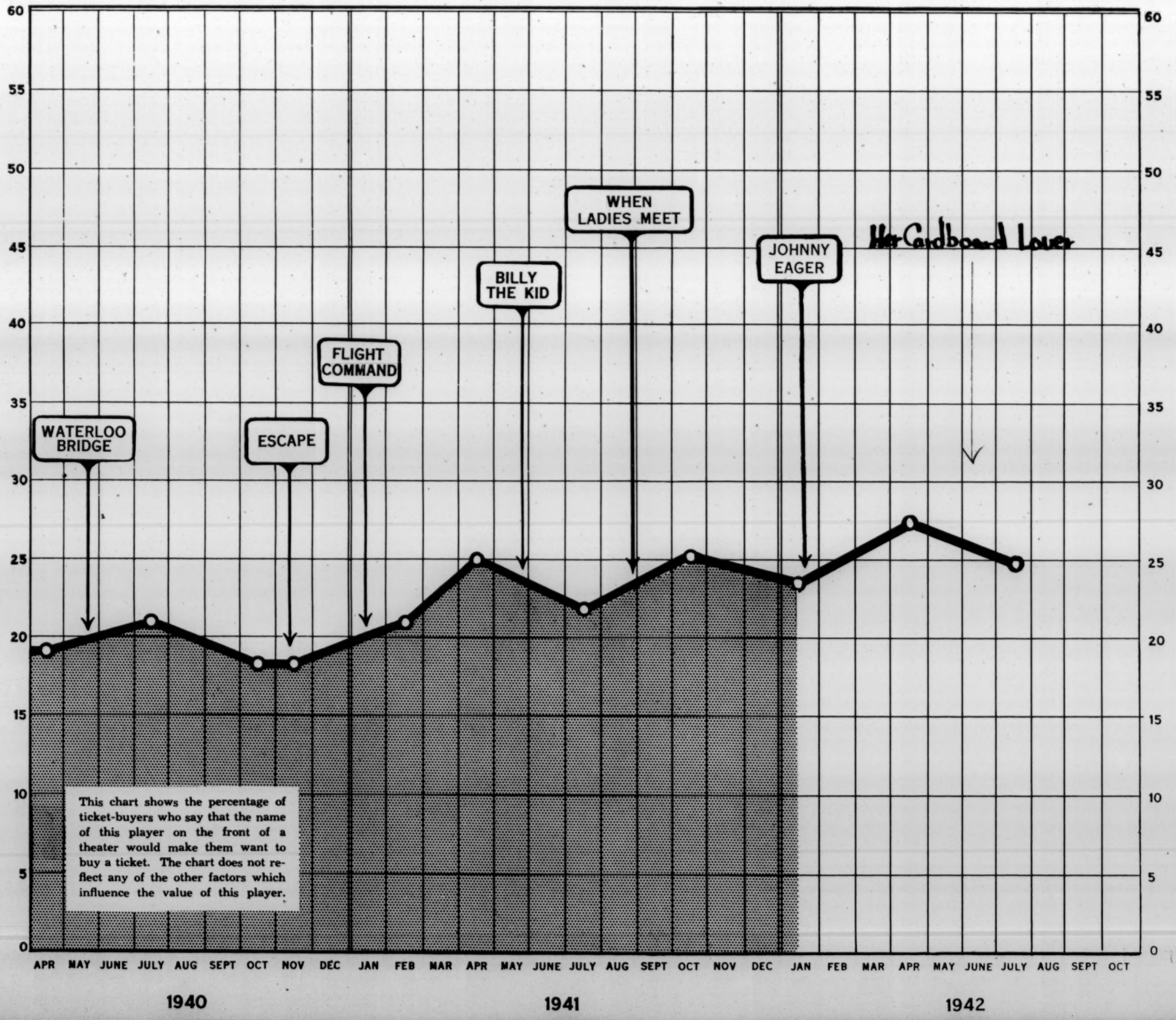


STEWART. JAMES
6TH ACTOR

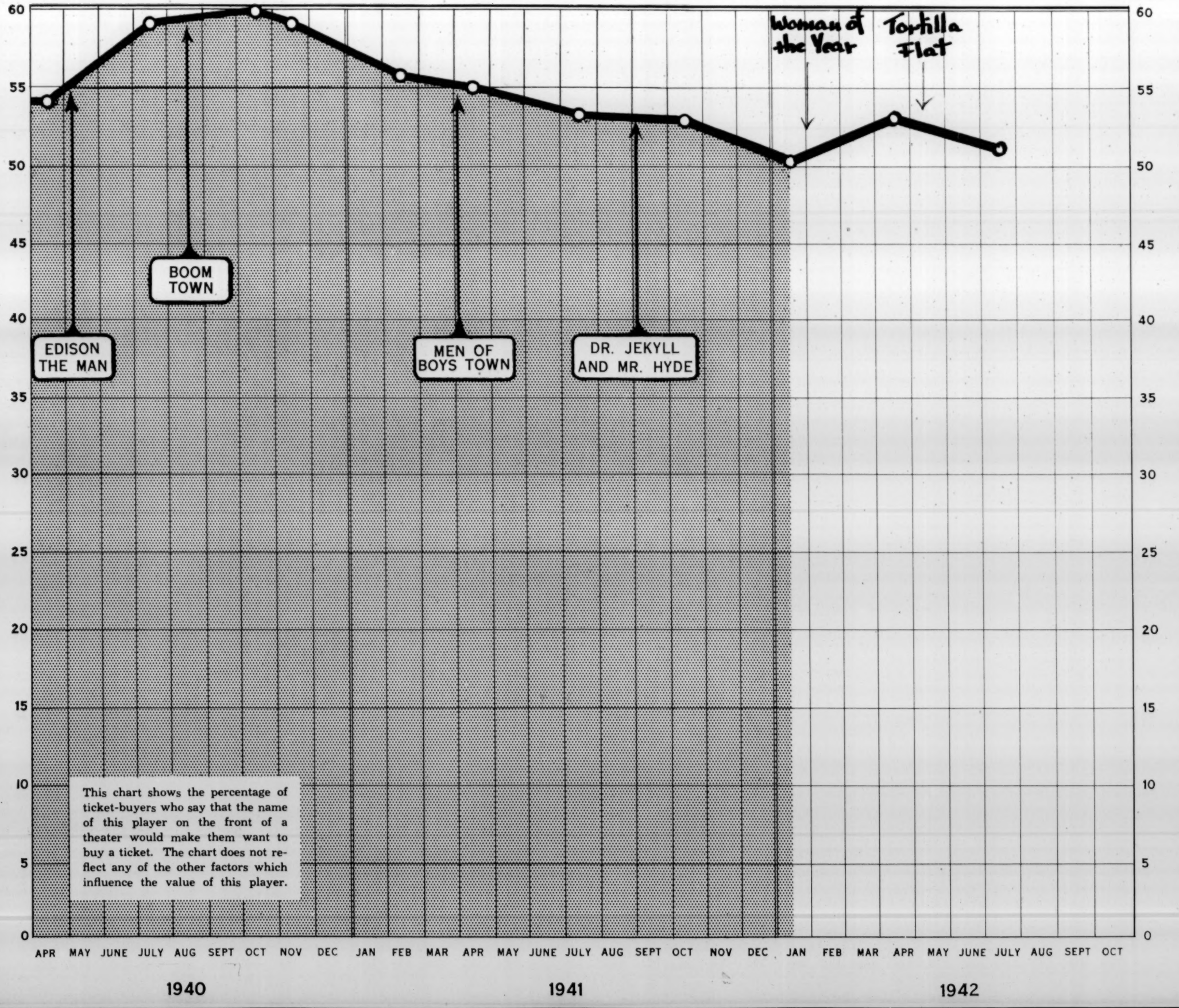


This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

TAYLOR. ROBERT
17TH ACTOR


60
55
50
45
40
35
30
25
20
15
10
5
0
WATERLOO BRIDGE
ESCAPE
FLIGHT COMMAND
BILLY THE KID
WHEN LADIES MEET
JOHNNY EAGER
Her Cardboard Lover
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

TRACY. SPENCER
2ND ACTOR


60
55
50
45
40
35
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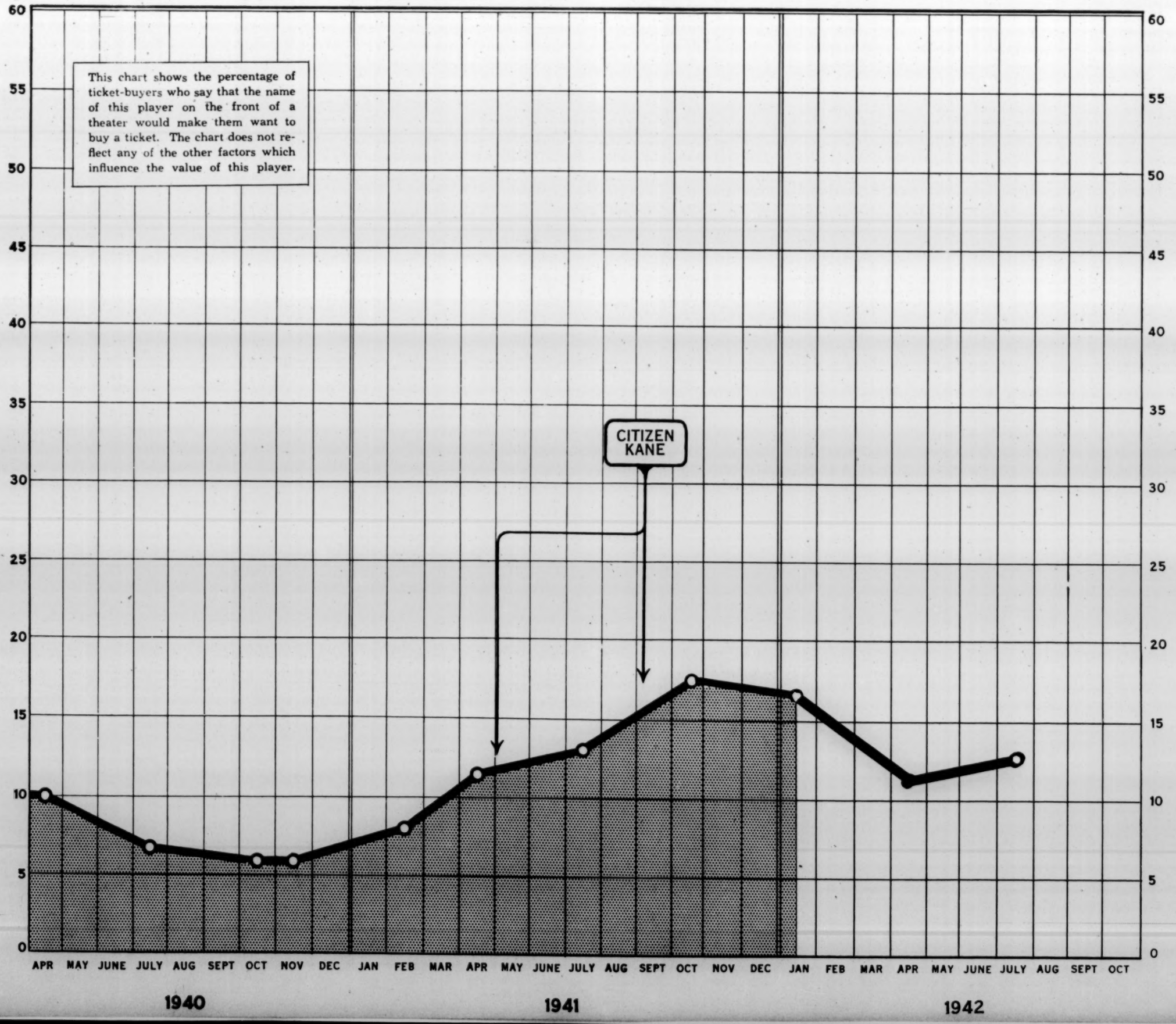
25
20
15
10
5
0
Woman of the Year
Tortilla Flat
EDISON THE MAN
BOOM TOWN
MEN OF BOYS TOWN
DR. JEKYLL AND MR. HYDE
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

WELLES. ORSON
32ND ACTOR

This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.



YOUNG. ROBERT
38TH ACTOR

Joe Smith, American

WESTERN UNION

MARRIED BACHELOR

SPORTING BLOOD

TRIAL OF MARY DUGAN

LADY BE GOOD

MORTAL STORM

KILDARE'S CRISIS

H. M. PULHAM, ESQ.

60 55 50 45 40 35 30 25 20 15 10 5 0

APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT

1940 1941 1942

This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

Ninth Audit - Female, January 1942

AUDIENCE RESEARCH INSTITUTE

CONTINUING AUDIT OF MARQUEE VALUES

NO. 9

A REPORT ON PERSONALITY VALUES

FOR

JANUARY, 1942

HOW THE AUDIT WORKS

The charts in this volume reflect the changing marquee values of fifty-three actresses. "Marquee value" in our definition means power to sell tickets, and each actress is evaluated in those terms.

The procedure employed in the AUDIT is to show theatergoers a roster of names and to ask them which names on the front of a theater would make them want to buy a ticket. Straightforward and simple though this procedure may appear, it embodies the solution of many difficult technical problems.

First and foremost is the problem of whom to interview—the cross-section. It is necessary to interview persons whose combined answers will accurately mirror the tastes of the entire ticket-buying public. In effect, we have to interview the national motion picture audience *in miniature.*

For example, we have discovered that 88 per cent of the tickets sold in the United States are bought by persons whose family income is lower than $50 a week. So 88 per cent of the persons we interview have a family income lower than $50 a week.

Again, anybody who attempts to apply research methods to the study of marquee values will fail at the outset without an intimate knowledge of the *age* distribution of ticket-buyers. We have discovered that 65 per cent of all tickets are bought by persons under thirty years of age. So 65 per cent of the persons interviewed in this AUDIT are under thirty.

In the same way, the distribution of our interviews by sex, by size of community, and by geographical location exactly parallels the box-office contribution of these segments of the population.

The actual number of ticket-buyers interviewed for this edition of the AUDIT was so great that, if the entire movie-going population of the United States had been interviewed, the odds are 965 in 1000 that none of the results would have differed by more than 3 per cent from the actual results reported in this volume.

Another technical problem which had to be solved before we could embark on the measurement of marquee values was the problem of *wording the question.* For example, if you use the words "movie star," you not only inflate the vote for the prototype "movie stars," such as Garbo, Crawford, and Dietrich, but you also fail to bring out the vote for such personalities as Hope, Benny, Crosby, O'Brien, and Beery, none of whom are commonly associated with the words "movie star." So we had to find another word.

Then there is the problem of memory. With any question which makes it necessary for the respondent to use his memory, you find that there is a tendency to name those players who, by reason of recent publicity, come first to mind. So we had to evolve a procedure which would eliminate the memory factor.

It must be emphasized that the procedure actually employed by the INSTITUTE does not measure *talent*, nor any of the other factors which influence the value of an actor. It measures only *power to sell tickets.*

Until the advent of the INSTITUTE'S CONTINUING AUDIT, producers had to rely on sources of information which were at best inexact—at worst completely inaccurate. These sources included among others:

1. BOX-OFFICE

   The verdict of the box-office is inconclusive because it is a *blanket* verdict. It leaves the producer guessing as to which of the many factors involved were really responsible for a picture's failure or success.

   Consider Spencer Tracy. During the last two years he has made EDISON, BOOM TOWN, MEN OF BOYS TOWN, DR. JEKYLL and WOMAN OF THE YEAR. If you had to rely solely on box-office grosses to estimate Tracy's marquee value, you would have five estimates so divergent as to be irreconcilable.

   Again, consider Walter Pidgeon. You may know how much HOW GREEN WAS MY VALLEY has grossed, but you cannot know how much of the credit is due to Pidgeon and how much to the various other factors involved.

   If the box-office were a reliable guide to marquee values, how would you explain PARNELL?

2. EXHIBITORS

The exhibitor, being human, is strongly influenced by his own personal likes and dislikes. As a rule he is a male, in the age-groups 30 to 60, and in the upper-middle income-group. That explains why exhibitor polls overvalue the personalities who especially appeal to this particular age-sex-economic segment. That is why Wallace Beery recently emerged nineteenth in a poll of exhibitors when the ticket-buying public rank him thirty-fourth. Conversely, exhibitors show a marked tendency to under-estimate the stars who do not appeal to them. Being men, they do not rank Barbara Stanwyck among the first sixty.

Such examples demonstrate that the average exhibitor, in attempting to guess his customers' tastes, is strongly influenced by his own.*

Then again, the exhibitor, like the producer, has a hard time unscrambling the many different factors which bring his customers to see any given picture. For example, in the case of PHILADELPHIA STORY, how could any exhibitor know the number of tickets sold by Hepburn, by Grant, by Stewart, by Philip Barry, by Cukor?

3. NEWSPAPER POLLS

It was no surprise when the most famous of all newspaper polls—that conducted by the New York DAILY NEWS—was obliged to commit hari-kari after placing Sonja Henie in second place and Richard Greene in ninth. Such polls rely on ballots mailed in by readers. They have been found to draw the bulk of their votes from young females, who do not constitute a representative cross-section of the ticket-buying public. Furthermore, newspaper polls are subject to uncontrolled ballot-stuffing.

4. FAN MAIL

It is evident that writing fan letters to movie stars is not the normal habit of the average American. Those who indulge in it do not comprise a true cross-section of the ticket-buying public. Dr. Leo Rosten reports that 90 per cent of all fan letters come from persons under 21; and between 85 and 90 per cent come from girls.

Furthermore, there are some types of personality which attract a volume of fan mail out of all proportion to their marquee value.

5. PERSONAL PUBLICITY

A glance at the charts contained in this volume will show that some actors are rated higher by Hollywood than by the public. One factor which tends to confuse the producer in estimating a star's popularity is the volume of his personal publicity.

* * * * * * *

The INSTITUTE'S CONTINUING AUDIT OF MARQUEE VALUES is the most realistic source of information available today. It is believed that this AUDIT is unique for the following reasons:

1. It is the only study in which the people interviewed constitute an accurate cross-section of the actual theatergoing public.
2. The results are obtained by personal interviews instead of by mailed questionnaires.
3. The information contained in the AUDIT is based on questions entirely different from those used in previous attempts to measure personality values. They were evolved only after long experimentation.
4. The fact that the AUDIT is continuous instead of occasional enables the INSTITUTE to measure the effect of each picture upon the marquee value of the personalities appearing in it.
5. Each personality's rating is analyzed to reveal variations by age, sex, income, size of community, and geographical region. (See Separate Volume)

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* We find that only one theatergoer in five knows the name of his exhibitor, while only one in ten has ever discussed movies with him.

The Following Actresses
Have Registered The Most Notable Gains
Since October, 1941

JUDY GARLAND

LANA TURNER

BETTY GRABLE

OLIVIA DE HAVILLAND

ANN SHERIDAN

MADELEINE CARROLL

GENE TIERNEY

JOAN FONTAINE

DOLLAR INDEX OF MARQUEE VALUES

JANUARY, 1942

The following table shows the relative value per picture of fifty-eight actors and fifty-three actresses, as reflected in their power to sell tickets. In compiling this table, we have translated each player's vote into dollars, using the arbitrary formula that the average of the first twenty players rates $150,000 per picture.

In many cases the prices shown in this table differ markedly from the actual prices commanded by the players concerned. In this connection it must be remembered that the Institute's AUDIT measures only *power to sell tickets*. It does not take into account any of the other factors which, rightly or wrongly, influence the price of talent.

OVER $150,000

1.	Gable, Clark	$210,000
2.	Tracy, Spencer	207,000
3.	Rooney, Mickey	200,000
4.	Cooper, Gary	193,000
5.	Davis, Bette	188,000
6.	Hope, Bob	162,000
6.	Stewart, James	162,000
8.	Abbott & Costello	159,000
9.	Flynn, Errol	157,000
10.	Garland, Judy	152,000

$100,000 to $150,000

11.	Grant, Cary	142,000
12.	Turner, Lana	133,000
13.	Crosby, Bing	129,000
13.	Power, Tyrone	129,000
15.	Cagney, James	125,000
16.	Durbin, Deanna	114,000
16.	Grable, Betty	114,000
18.	Bogart, Humphrey	110,000
18.	De Havilland, Olivia	110,000
18.	Loy, Myrna	110,000
18.	Powell, William	110,000
22.	Sheridan, Ann	108,000
23.	Rogers, Ginger	103,000
23.	Stanwyck, Barbara	103,000
25.	Carroll, Madeleine	101,000
25.	Leigh, Vivien	101,000

$75,000 to $100,000

27.	Boyer, Charles	99,000
27.	Pidgeon, Walter	99,000
27.	Russell, Rosalind	99,000
30.	Benny, Jack	97,000
30.	Taylor, Robert	97,000
32.	Colbert, Claudette	95,000
33.	Fonda, Henry	93,000
34.	Beery, Wallace	89,000
34.	MacDonald, Jeanette	89,000
34.	Montgomery, Robert	89,000
37.	Lamour, Dorothy	87,000
37.	O'Brien, Pat	87,000
39.	Lamarr, Hedy	86,000
40.	Colman, Ronald	84,000
40.	Faye, Alice	84,000
40.	Muni, Paul	84,000
43.	Ameche, Don	82,000
44.	Henie, Sonja	81,000
44.	March, Fredric	81,000
46.	Young, Loretta	78,000
47.	Raft, George	75,000
47.	Robinson, Edward G.	75,000

$50,000 to $75,000

49.	Garfield, John	73,000
49.	Garson, Greer	73,000
51.	Dunne, Irene	72,000
51.	Hepburn, Katharine	72,000
53.	Douglas, Melvyn	71,000
53.	Laughton, Charles	71,000
53.	Shearer, Norma	71,000
56.	Welles, Orson	69,000
57.	Eddy, Nelson	68,000
57.	Kyser, Kay	68,000
59.	Brent, George	66,000
59.	Fairbanks, Douglas, Jr.	66,000
59.	Sullavan, Margaret	66,000
62.	Astaire, Fred	63,000
62.	Bennett, Joan	63,000
62.	Hayworth, Rita	63,000
62.	MacMurray, Fred	63,000
62.	Sothern, Ann	63,000
62.	Young, Robert	63,000
68.	Lane, Priscilla	59,000
68.	Payne, John	59,000
68.	Tierney, Gene	59,000
71.	Marshall, Herbert	57,000
71.	Milland, Ray	57,000
73.	Ayres, Lew	54,000
74.	Darnell, Linda	52,000
74.	Goddard, Paulette	52,000
74.	Olivier, Laurence	52,000
74.	Reagan, Ronald	52,000
78.	Arthur, Jean	50,000
78.	Bergman, Ingrid	50,000
78.	Crawford, Joan	50,000
78.	Oakie, Jack	50,000

$25,000 to $50,000

82.	Cooper, Jackie	48,000
82.	Scott, Martha	48,000
84.	Withers, Jane	45,000
85.	Fontaine, Joan	41,000
86.	Lynn, Jeffrey	39,000
86.	Oberon, Merle	39,000
86.	Powell, Dick	39,000
89.	Day, Laraine	37,000
89.	Rathbone, Basil	37,000
91.	Garbo, Greta	36,000
91.	Romero, Cesar	36,000
91.	Scott, Randolph	36,000
91.	Temple, Shirley	36,000
95.	Lupino, Ida	34,000
96.	Blondell, Joan	33,000
96.	Dietrich, Marlene	33,000
98.	Martin, Mary	31,000
99.	Sanders, George	30,000
99.	Simms, Ginny	30,000
101.	Francis, Kay	28,000
101.	Shirley, Anne	28,000
101.	Morgan, Dennis	28,000
104.	Hussey, Ruth	27,000
104.	McCrea, Joel	27,000

Below $25,000

106.	Aherne, Brian	22,000
107.	Cummings, Robert	21,000
107.	Lake, Veronica	21,000
109.	Murphy, George	19,000
110.	Neagle, Anna	16,000
111.	Ball, Lucille	13,000

ARTHUR. JEAN

33RD ACTRESS

Oct 1942 - 342

60 55 50 45 40 35 30 25 20 15 10 5 0

DEVIL AND MISS JONES

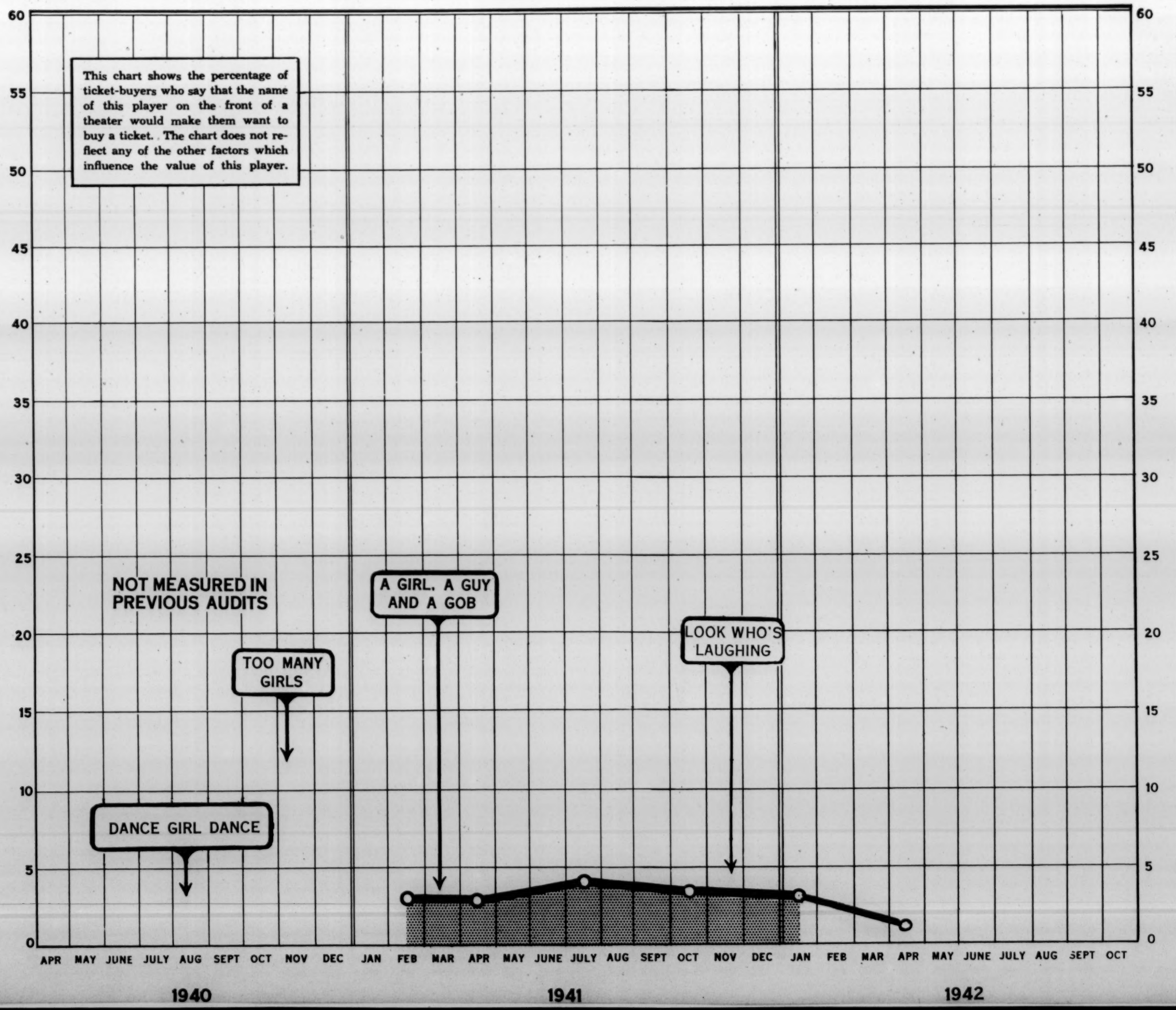
ARIZONA

This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT

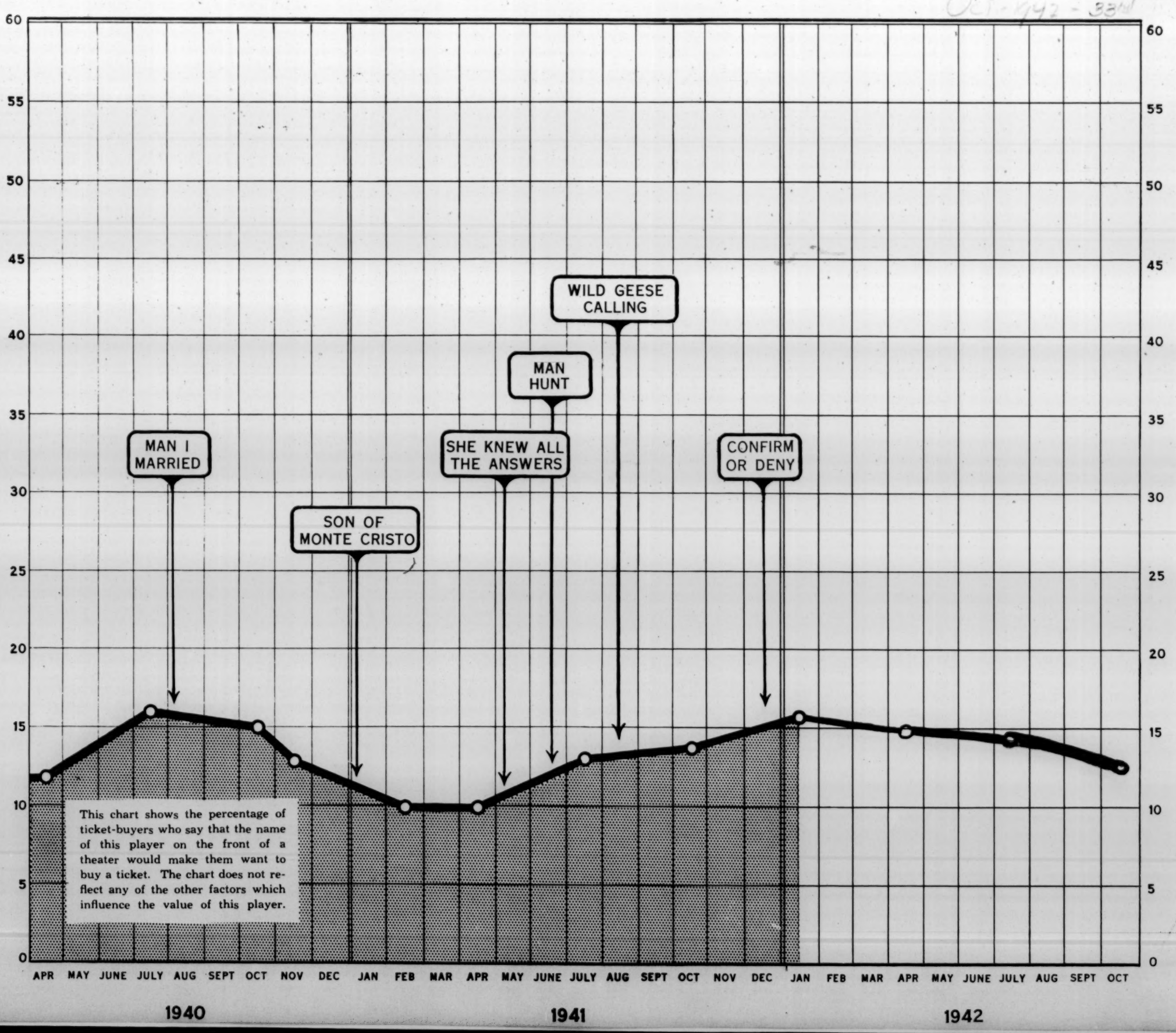
1940 1941 1942

BALL. LUCILLE
53RD ACTRESS


This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
60
55
50
45
40
35
30
25
20
15
10
5
0
NOT MEASURED IN PREVIOUS AUDITS
DANCE GIRL DANCE
TOO MANY GIRLS
A GIRL, A GUY AND A GOB
LOOK WHO'S LAUGHING
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

BENNETT. JOAN
27TH ACTRESS

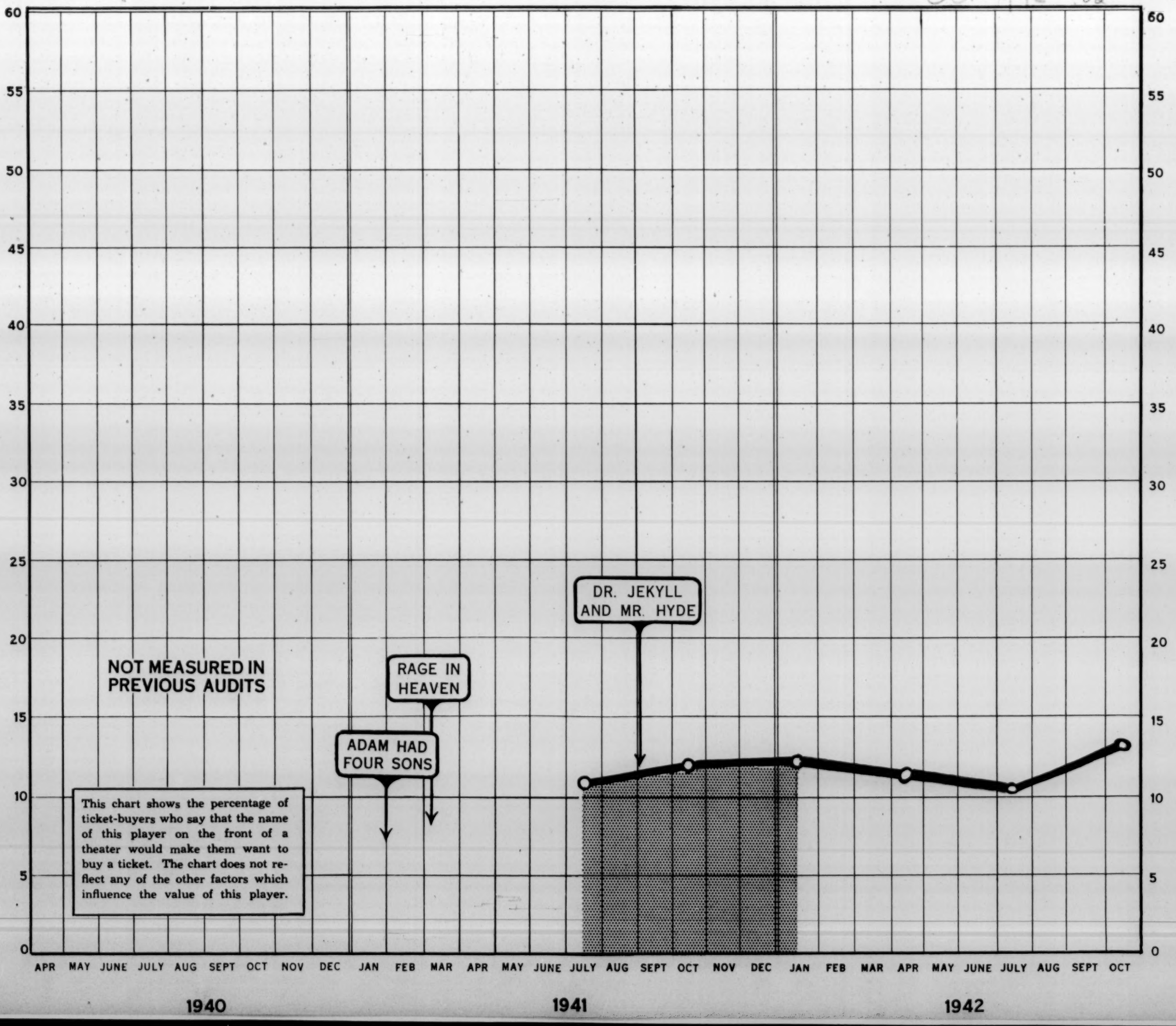
Oct-1942 - 33rd


60
55
50
45
40
35
30
25
20
15
10
5
0
MAN I MARRIED
SON OF MONTE CRISTO
SHE KNEW ALL THE ANSWERS
MAN HUNT
WILD GEESE CALLING
CONFIRM OR DENY
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

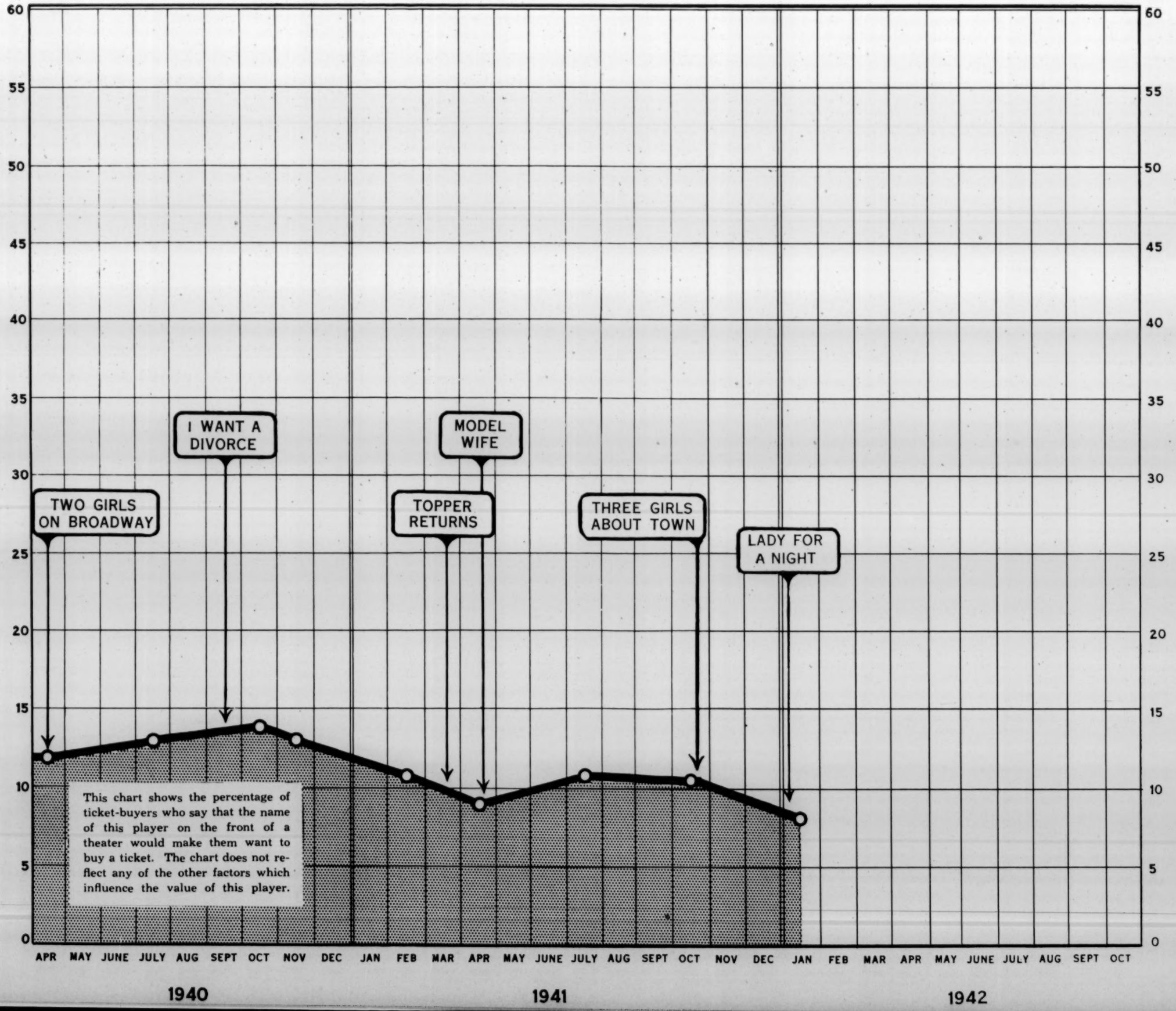
BERGMAN. INGRID

33RD ACTRESS

Oct 1942 - 32nd


60
55
50
45
40
35
30
25
20
15
10
5
0
NOT MEASURED IN PREVIOUS AUDITS
RAGE IN HEAVEN
ADAM HAD FOUR SONS
DR. JEKYLL AND MR. HYDE
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

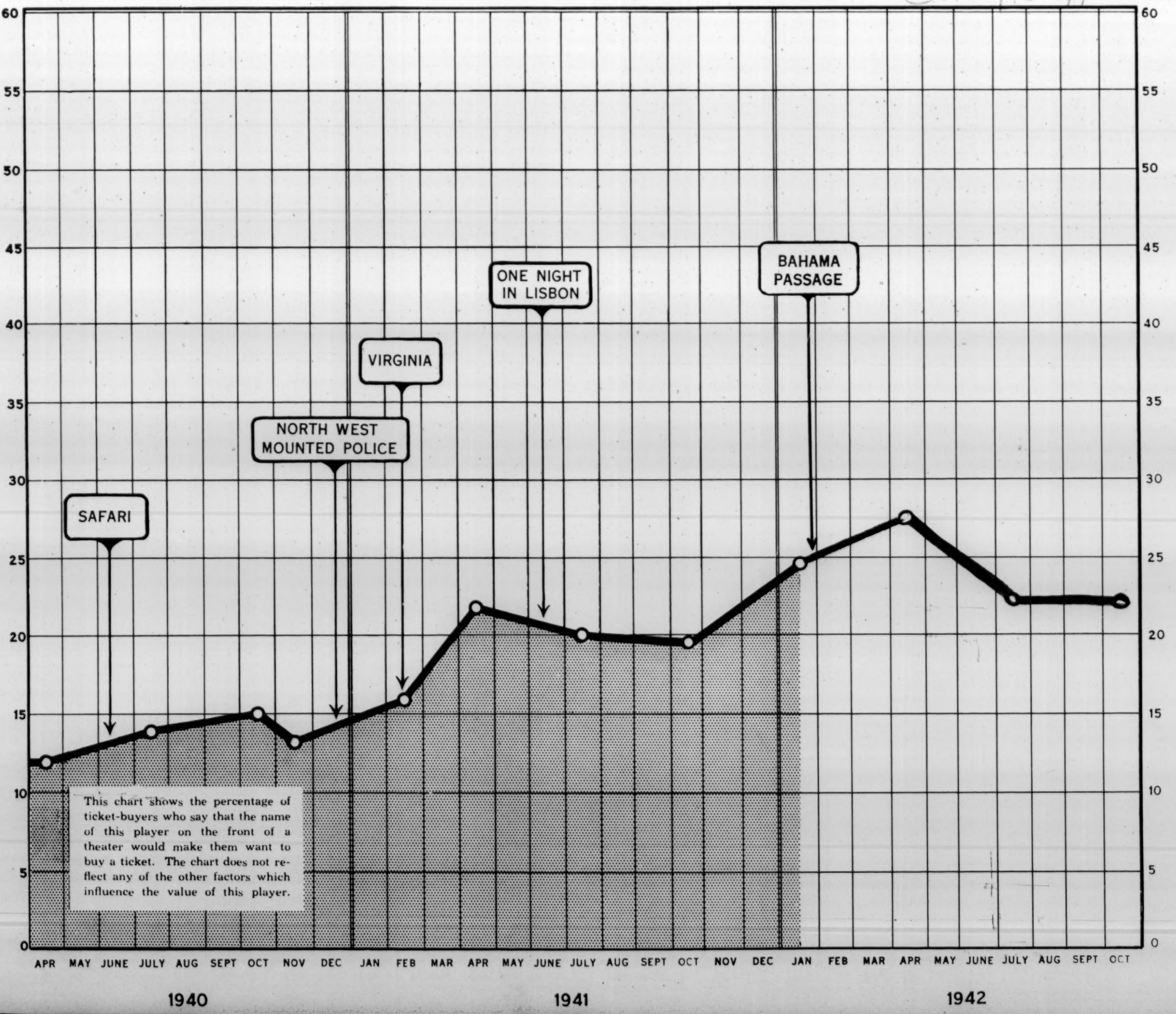
BLONDELL JOAN
44TH ACTRESS


60
55
50
45
40
35
30
25
20
15
10
5
0
TWO GIRLS ON BROADWAY
I WANT A DIVORCE
TOPPER RETURNS
MODEL WIFE
THREE GIRLS ABOUT TOWN
LADY FOR A NIGHT
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

CARROLL. MADELEINE

11TH ACTRESS

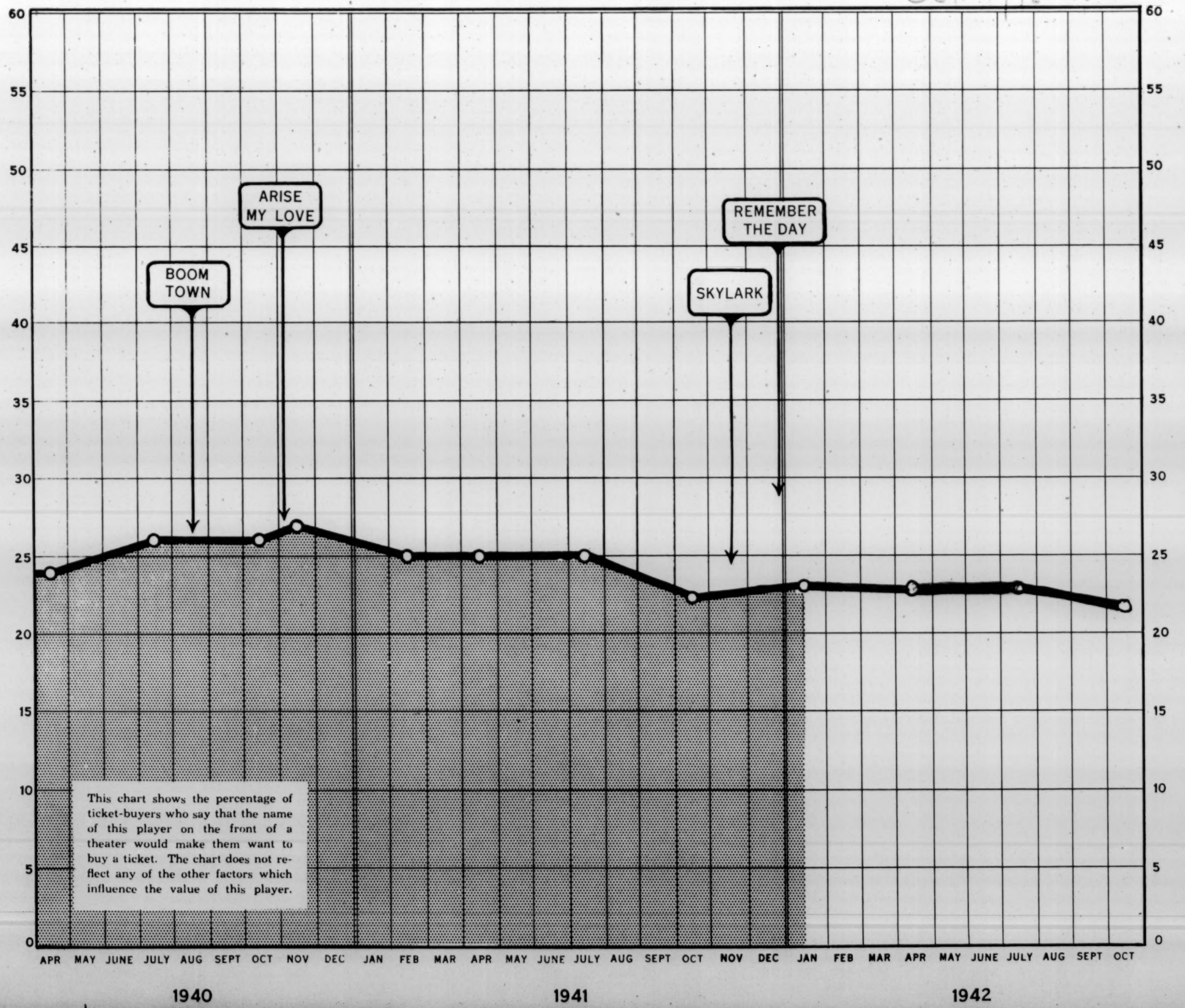
Oct-1942-14


60
55
50
45
40
35
30
25
20
15
10
5
0
SAFARI
NORTH WEST MOUNTED POLICE
VIRGINIA
ONE NIGHT IN LISBON
BAHAMA PASSAGE
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

COLBERT. CLAUDETTE

14TH ACTRESS

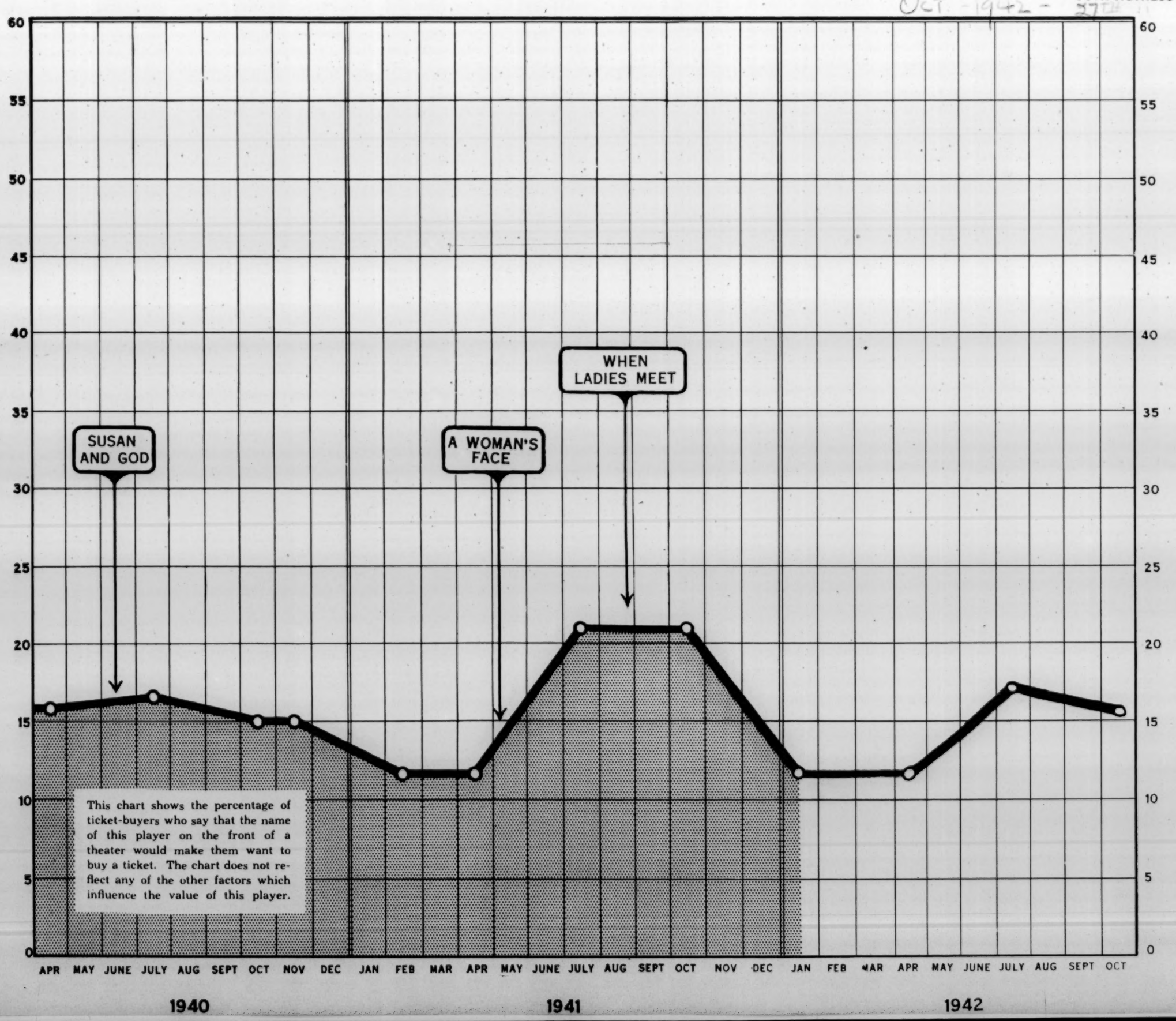
OCT-1942 - 18TH


60
55
50
45
40
35
30
25
20
15
10
5
0
BOOM TOWN
ARISE MY LOVE
REMEMBER THE DAY
SKYLARK
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

CRAWFORD. JOAN

35TH ACTRESS

Oct - 1942 - 37th

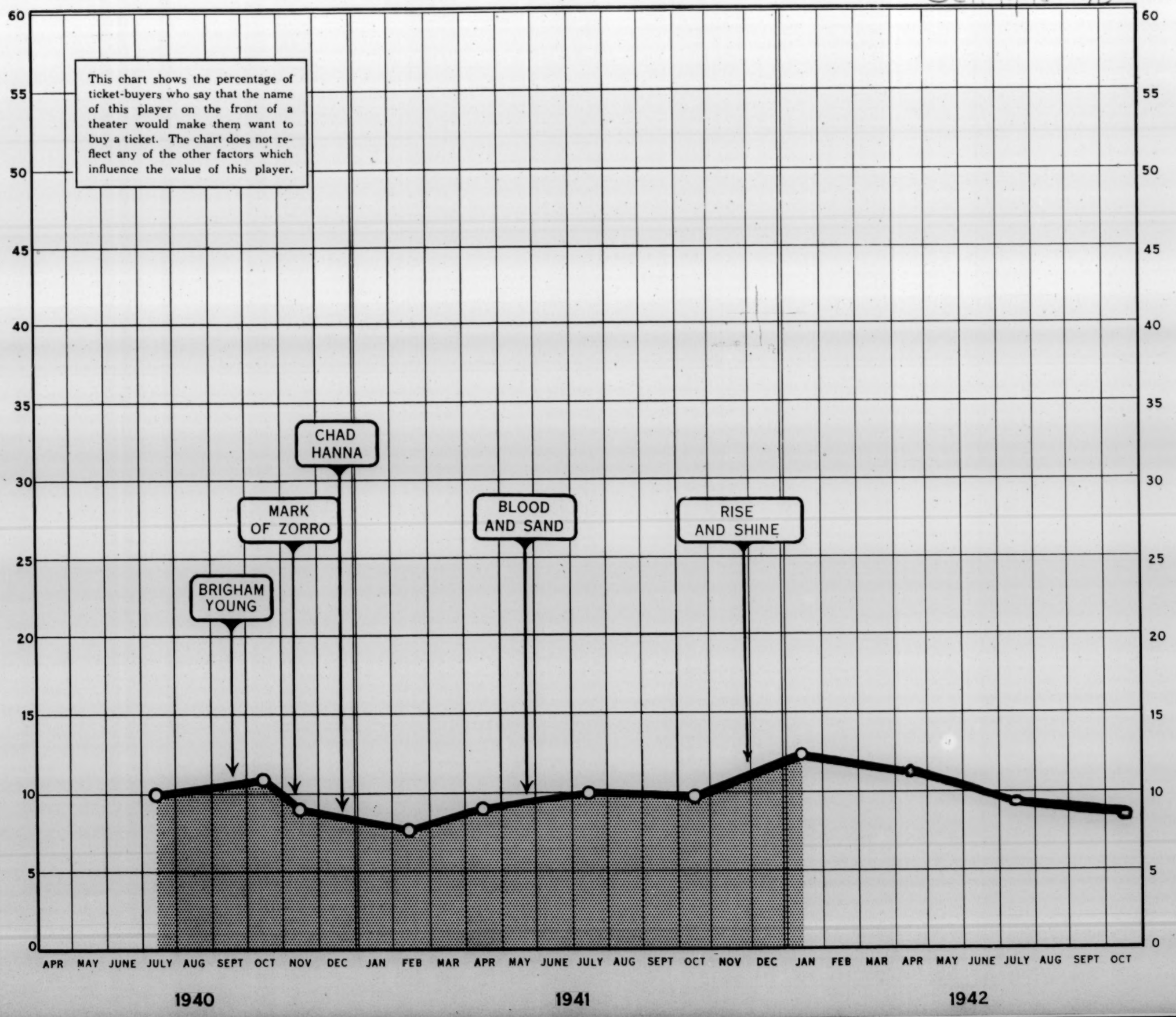

60
55
50
45
40
35
30
25
20
15
10
5
0
SUSAN AND GOD
A WOMAN'S FACE
WHEN LADIES MEET
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

DARNELL. LINDA

32ND ACTRESS

Oct. 1942 - 40th

This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.



DAVIS. BETTE
1ST ACTRESS

ALL THIS AND HEAVEN TOO

LETTER

GREAT LIE

BRIDE CAME C.O.D.

LITTLE FOXES

MAN WHO CAME TO DINNER

60 55 50 45 40 35 30 25 20 15 10 5 0

APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT

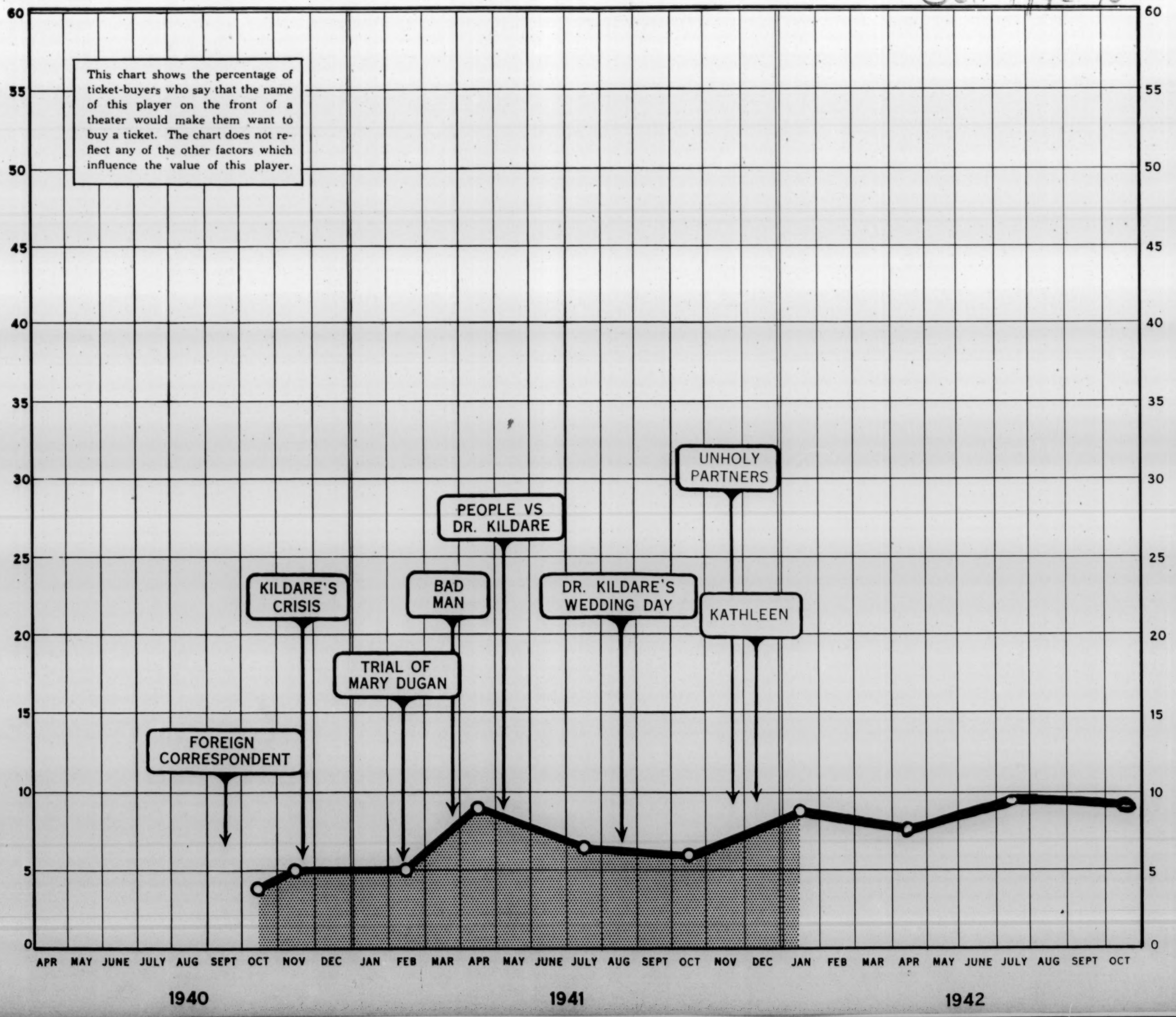
1940 1941 1942

This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

DAY. LARAINE
40TH ACTRESS

Oct. - 1942 - 40th

This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.



DE HAVILLAND. OLIVIA

6TH ACTRESS

Oct. - 1942 - 10TH

MY LOVE CAME BACK

SANTA FE TRAIL

STRAWBERRY BLONDE

HOLD BACK THE DAWN

THEY DIED WITH THEIR BOOTS ON

60 55 50 45 40 35 30 25 20 15 10 5 0

APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT

1940 1941 1942

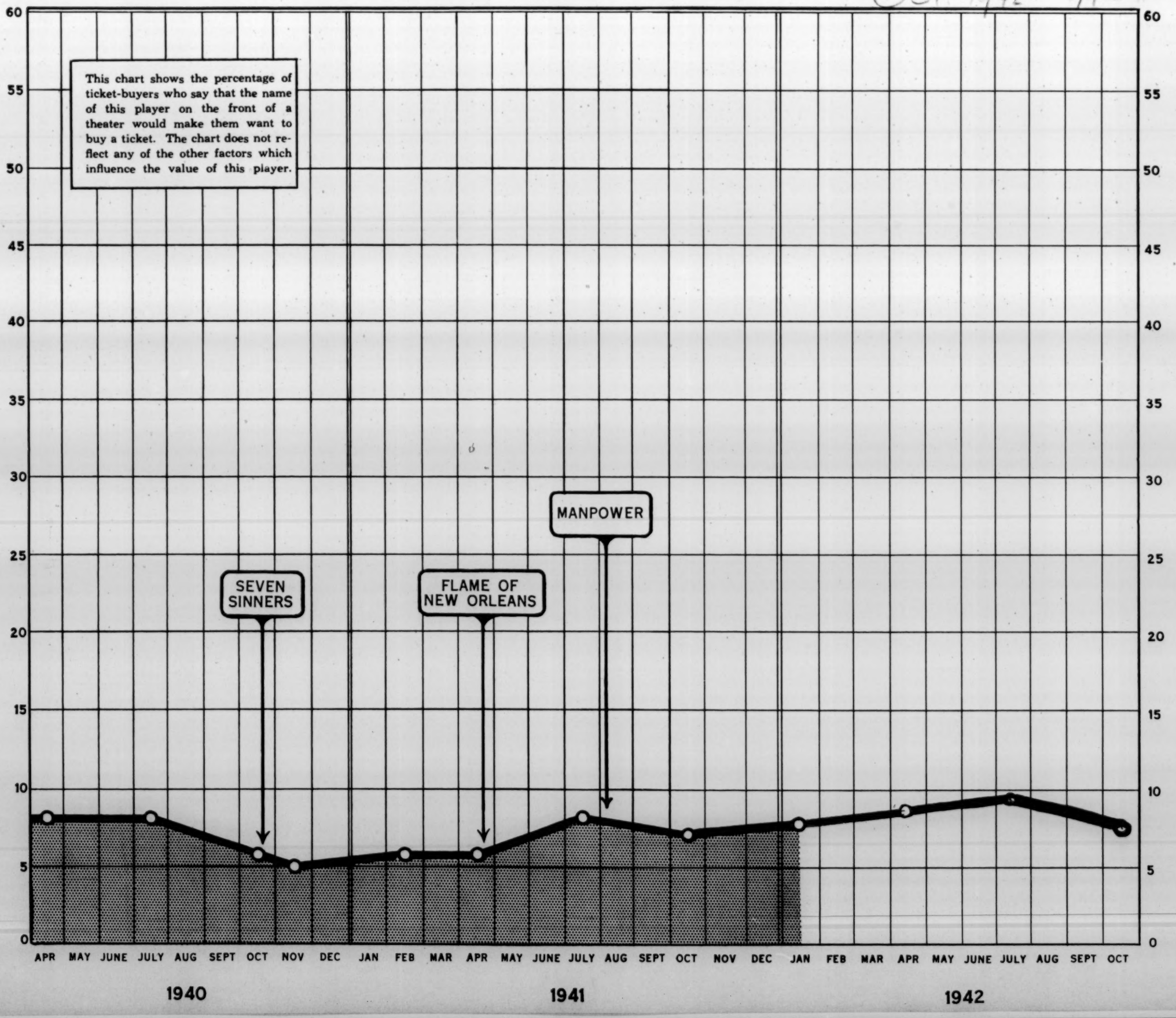
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

DIETRICH. MARLENE

45TH ACTRESS

Oct. 1942 - 44th

This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.



DUNNE. IRENE
22ND ACTRESS

Oct-1942 - 25th

MY FAVOR-ITE WIFE

PENNY SERENADE

UNFINISHED BUSINESS

This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

60 55 50 45 40 35 30 25 20 15 10 5 0

APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT

1940 1941 1942

DURBIN. DEANNA

4TH ACTRESS

Oct. 1942 12th

SPRING PARADE

NICE GIRL?

IT STARTED WITH EVE

60 55 50 45 40 35 30 25 20 15 10 5 0

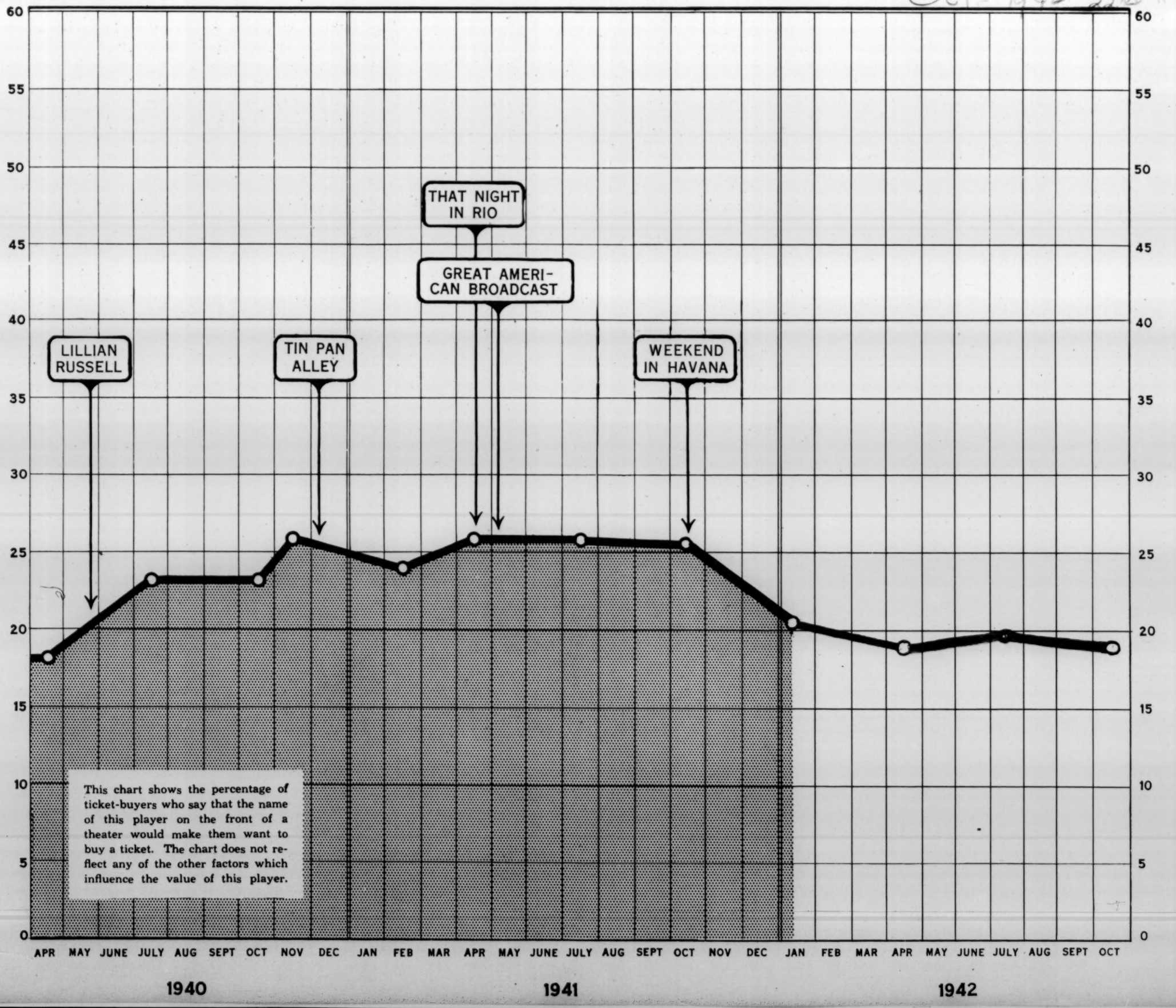
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT

1940 1941 1942

This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

FAYE. ALICE
18TH ACTRESS

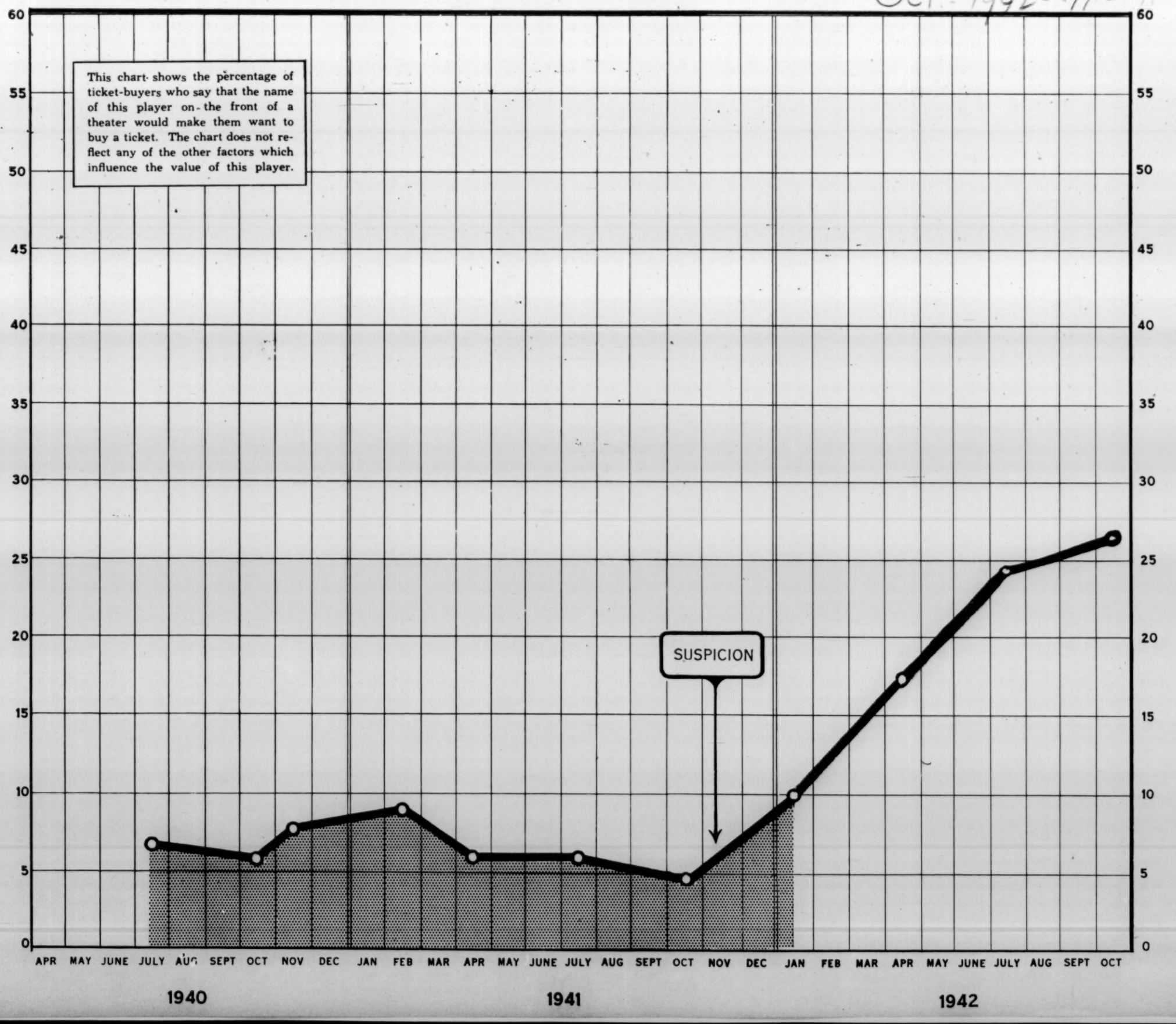
Oct - 1942 - 22nd


60
55
50
45
40
35
30
25
20
15
10
5
0
LILLIAN RUSSELL
TIN PAN ALLEY
THAT NIGHT IN RIO
GREAT AMERI-CAN BROADCAST
WEEKEND IN HAVANA
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

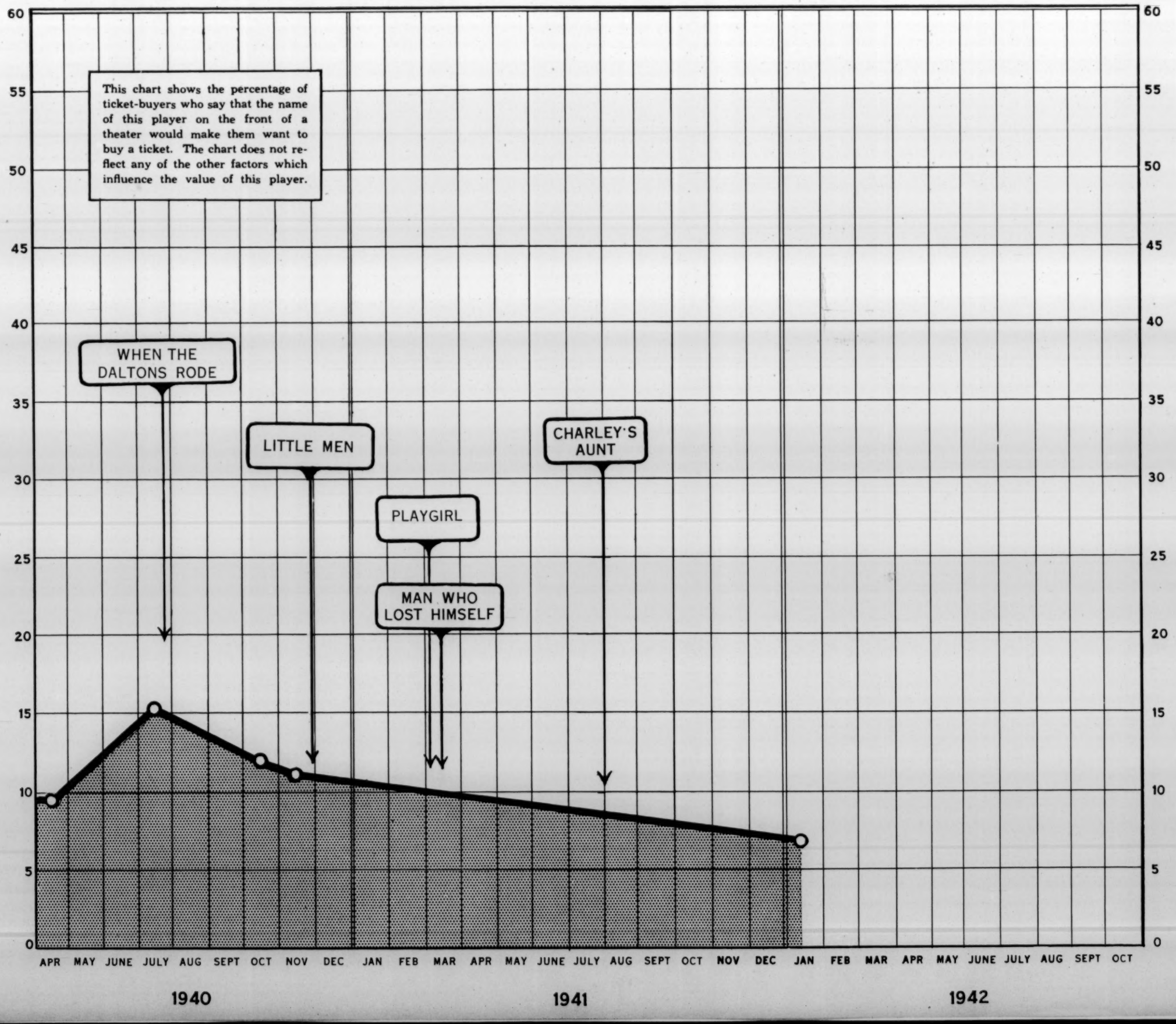
FONTAINE. JOAN
38TH ACTRESS

OCT. - 1942 - 11TH

This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.



FRANCIS. KAY
48TH ACTRESS


This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
WHEN THE DALTONS RODE
LITTLE MEN
PLAYGIRL
MAN WHO LOST HIMSELF
CHARLEY'S AUNT
60
55
50
45
40
35
30
25
20
15
10
5
0
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

GARBO. GRETA

41ST ACTRESS

Oct. 1942 - 46th

60
55
50
45
40
35
30
25
20
15
10
5
0

TWO-FACED WOMAN

This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT

1940 1941 1942

GARLAND. JUDY
2ND ACTRESS

OCT - 1942 - 5th

ANDY HARDY MEETS A DEBUTANTE

STRIKE UP THE BAND

LITTLE NELLY KELLY

ZIEGFELD GIRL

LIFE BEGINS FOR ANDY HARDY

BABES ON BROADWAY

60 55 50 45 40 35 30 25 20 15 10 5 0

APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT

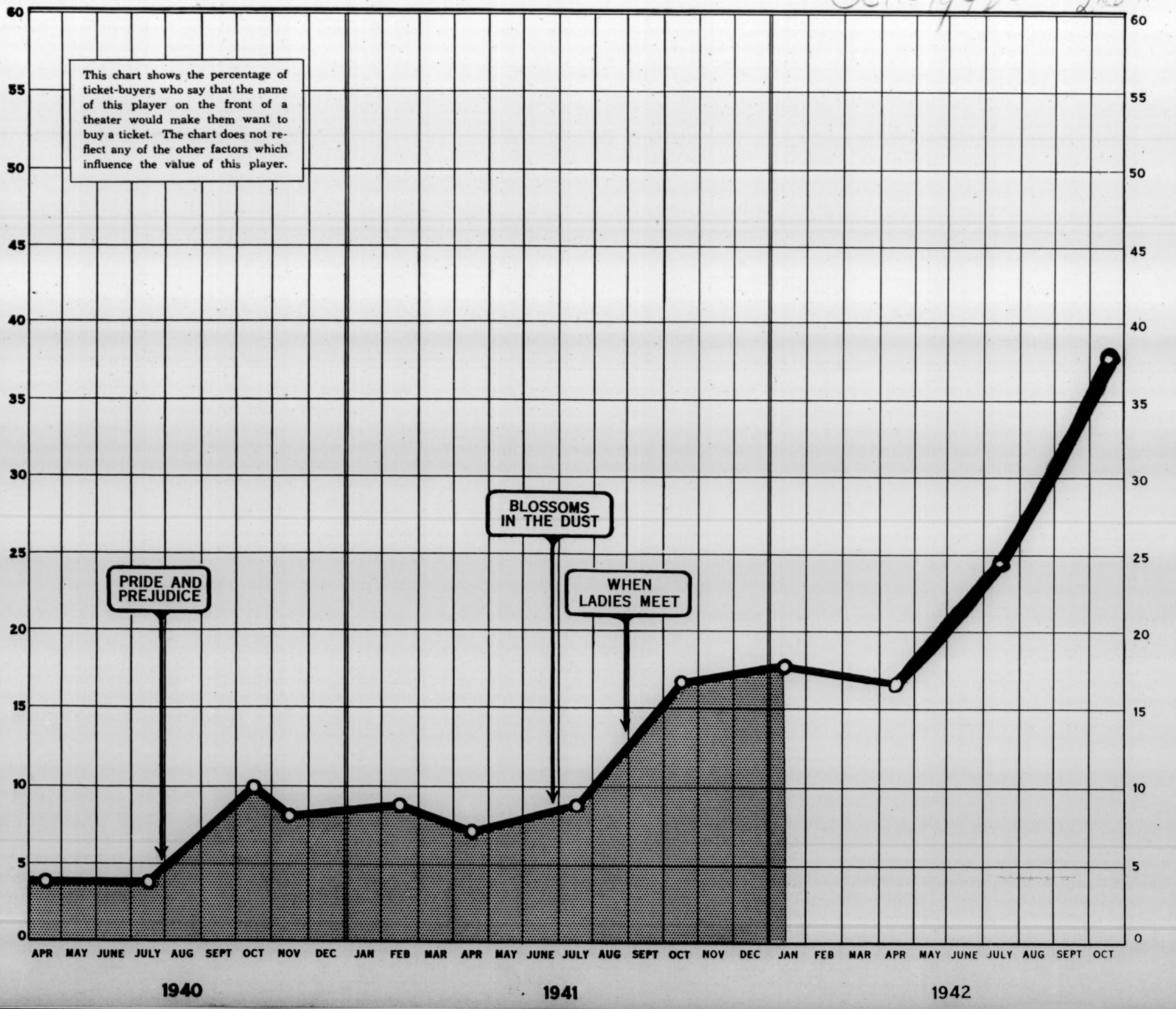
1940 1941 1942

This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

GARSON. GREER
21ST ACTRESS

OCT - 1942 - 2ND

This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

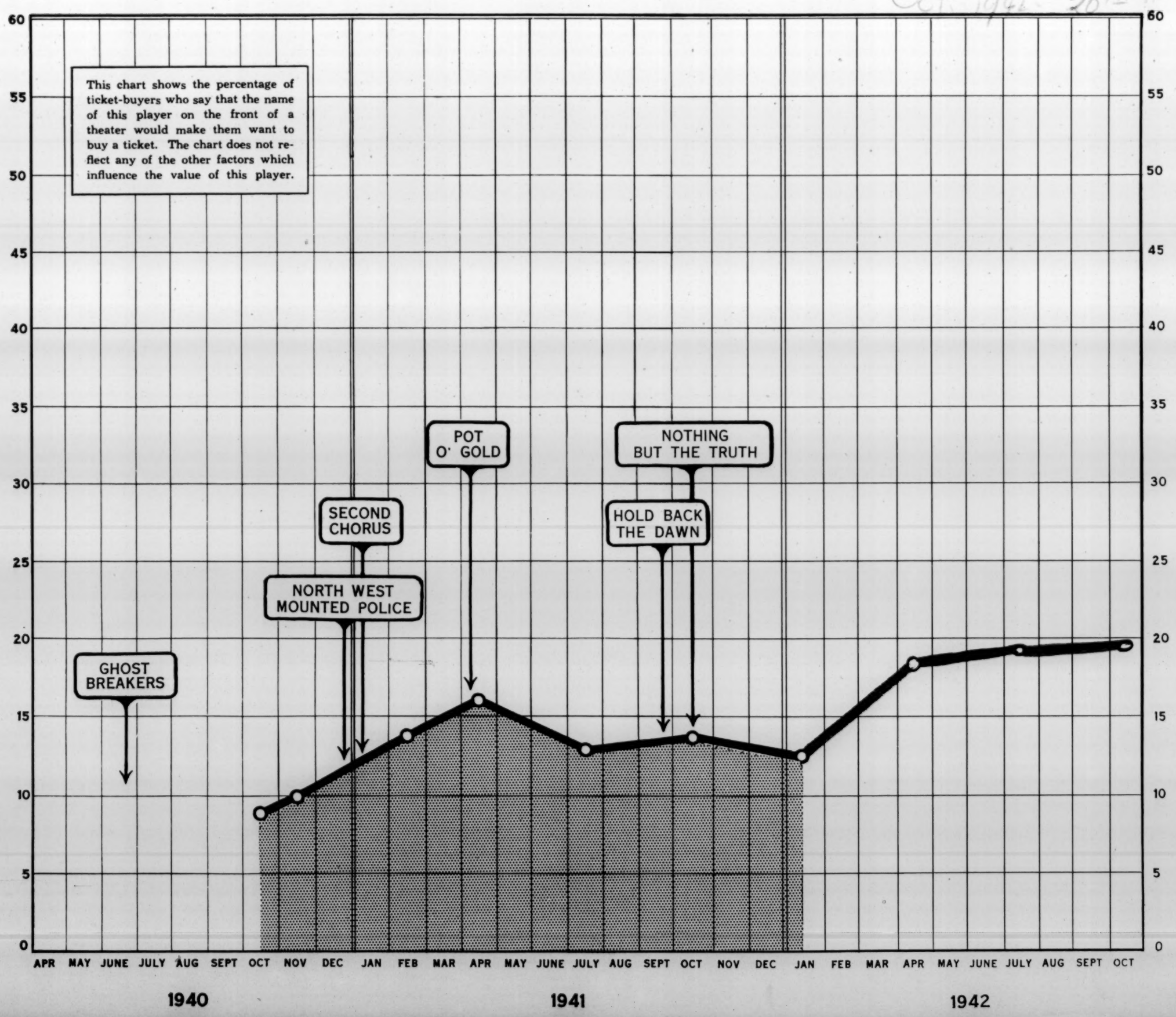


GODDARD. PAULETTE

31ST ACTRESS

Oct. 1942 - 20th

This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.



GRABLE. BETTY
4TH ACTRESS

OCT. 1942 - 6TH

60
55
50
45
40
35
30
25
20
15
10
5
0

I WAKE UP SCREAMING
HOT SPOT

MOON OVER MIAMI

YANK IN THE R.A.F.

TIN PAN ALLEY

NOT MEASURED IN PREVIOUS AUDITS

This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT

1940 1941 1942

HAYWORTH. RITA

27TH ACTRESS

Oct - 1942 — 15th

AFFECTIONATELY YOURS

STRAWBERRY BLONDE

BLOOD AND SAND

YOU'LL NEVER GET RICH

NOT MEASURED IN PREVIOUS AUDITS

This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

60 55 50 45 40 35 30 25 20 15 10 5 0

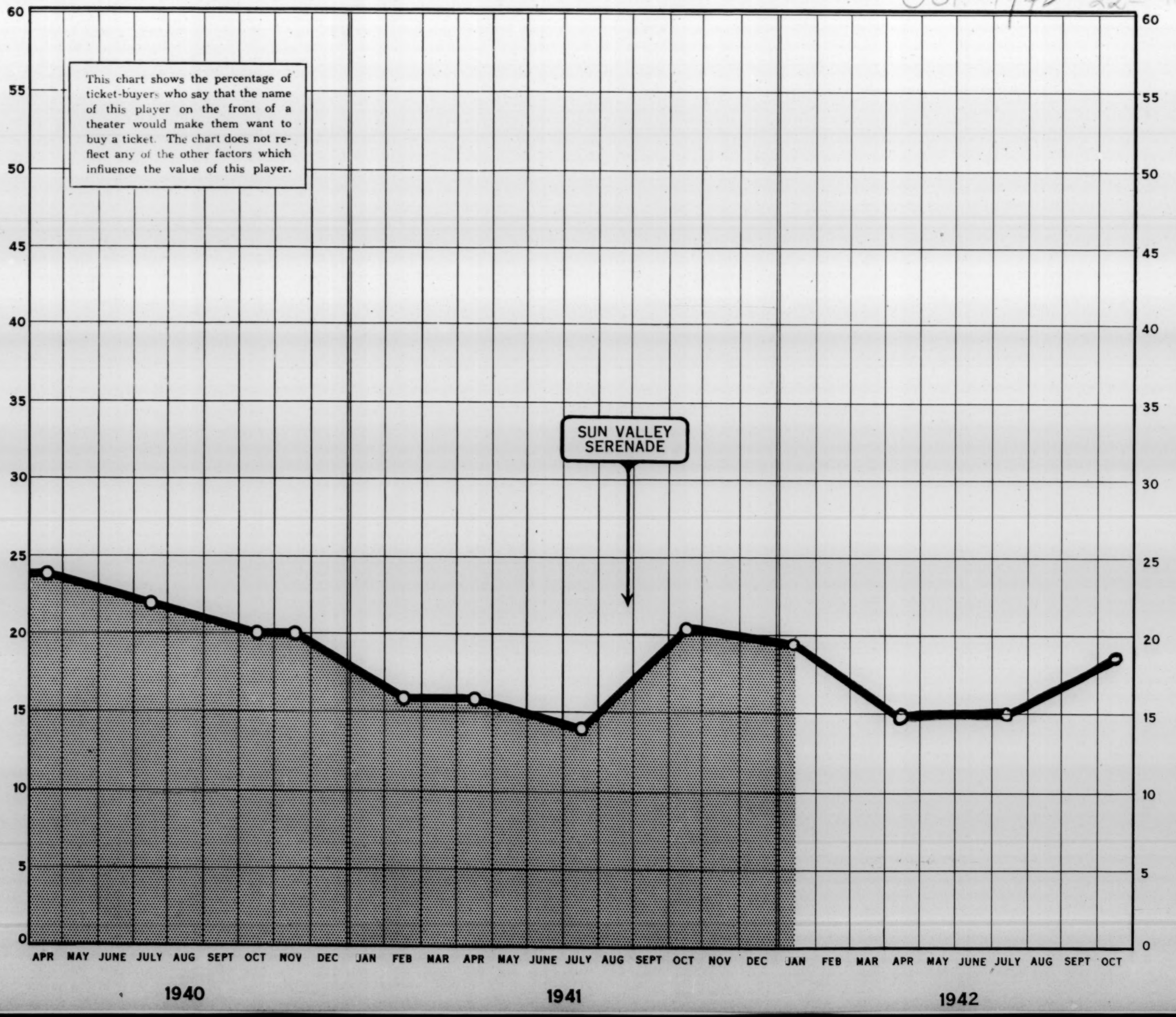
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT

1940 1941 1942

HENIE. SONJA
19TH ACTRESS

Oct. 1942 22ND

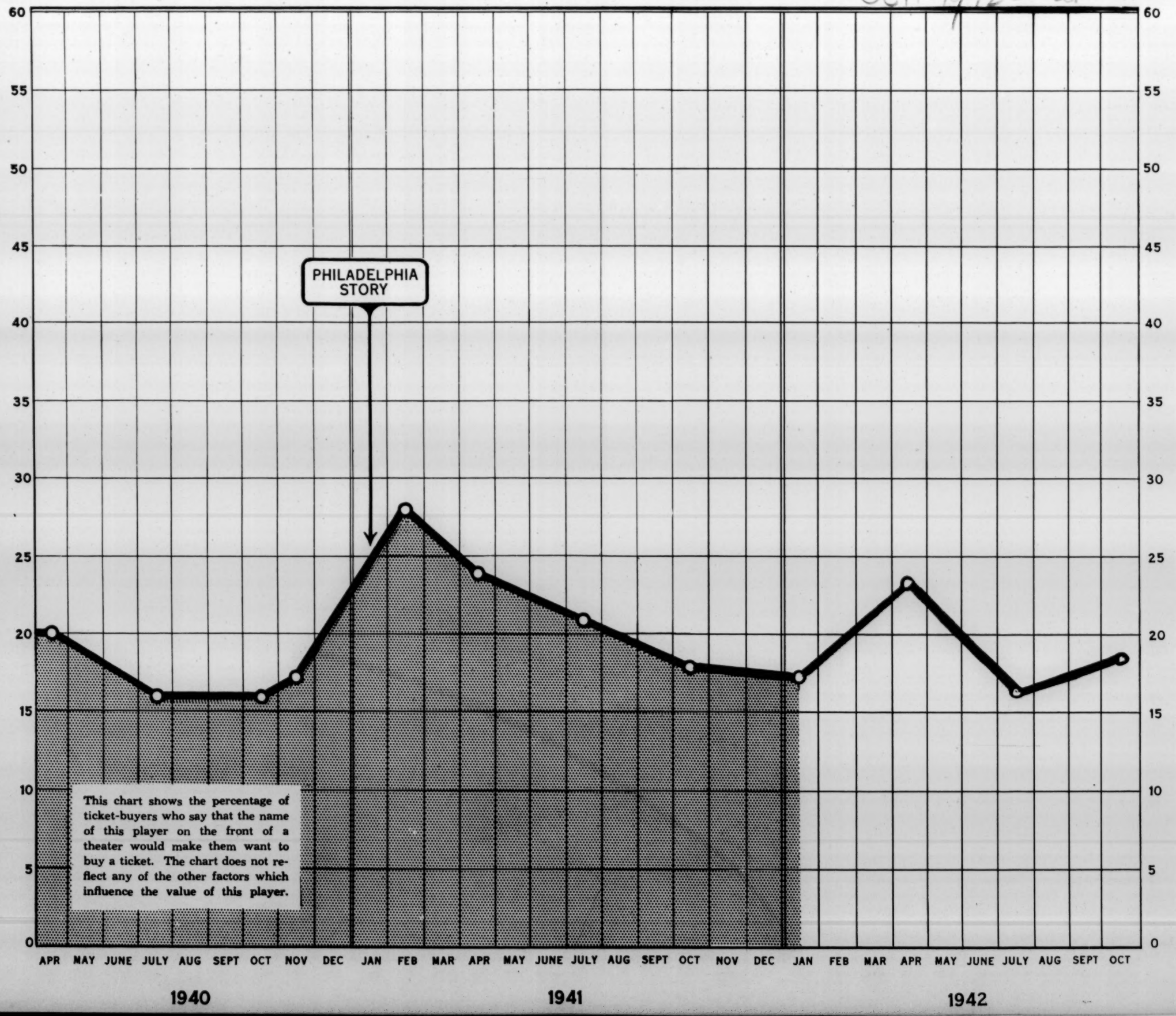
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.



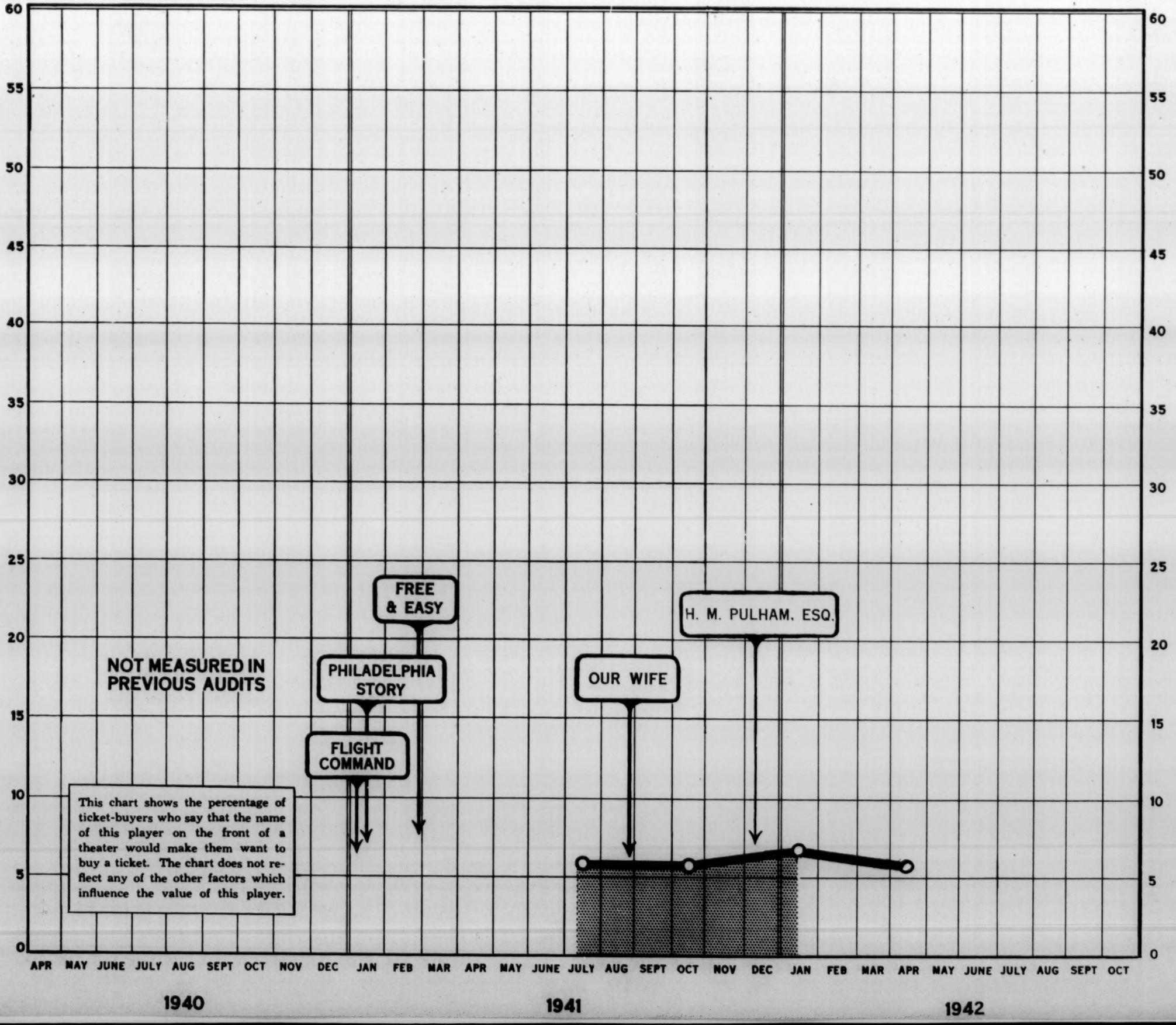
HEPBURN. KATHARINE

22ND ACTRESS

OCT. 1942 - 21ST


60
55
50
45
40
35
30
25
20
15
10
5
0
PHILADELPHIA STORY
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

HUSSEY. RUTH
50TH ACTRESS


60
55
50
45
40
35
30
25
20
15
10
5
0
NOT MEASURED IN PREVIOUS AUDITS
FREE & EASY
PHILADELPHIA STORY
FLIGHT COMMAND
OUR WIFE
H. M. PULHAM, ESQ.
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

LAKE. VERONICA
51ST ACTRESS

OCT. - 1942 - 37TH

60
55
50
45
40
35
30
25
20
15
10
5
0

I WANTED WINGS

NOT MEASURED IN PREVIOUS AUDITS

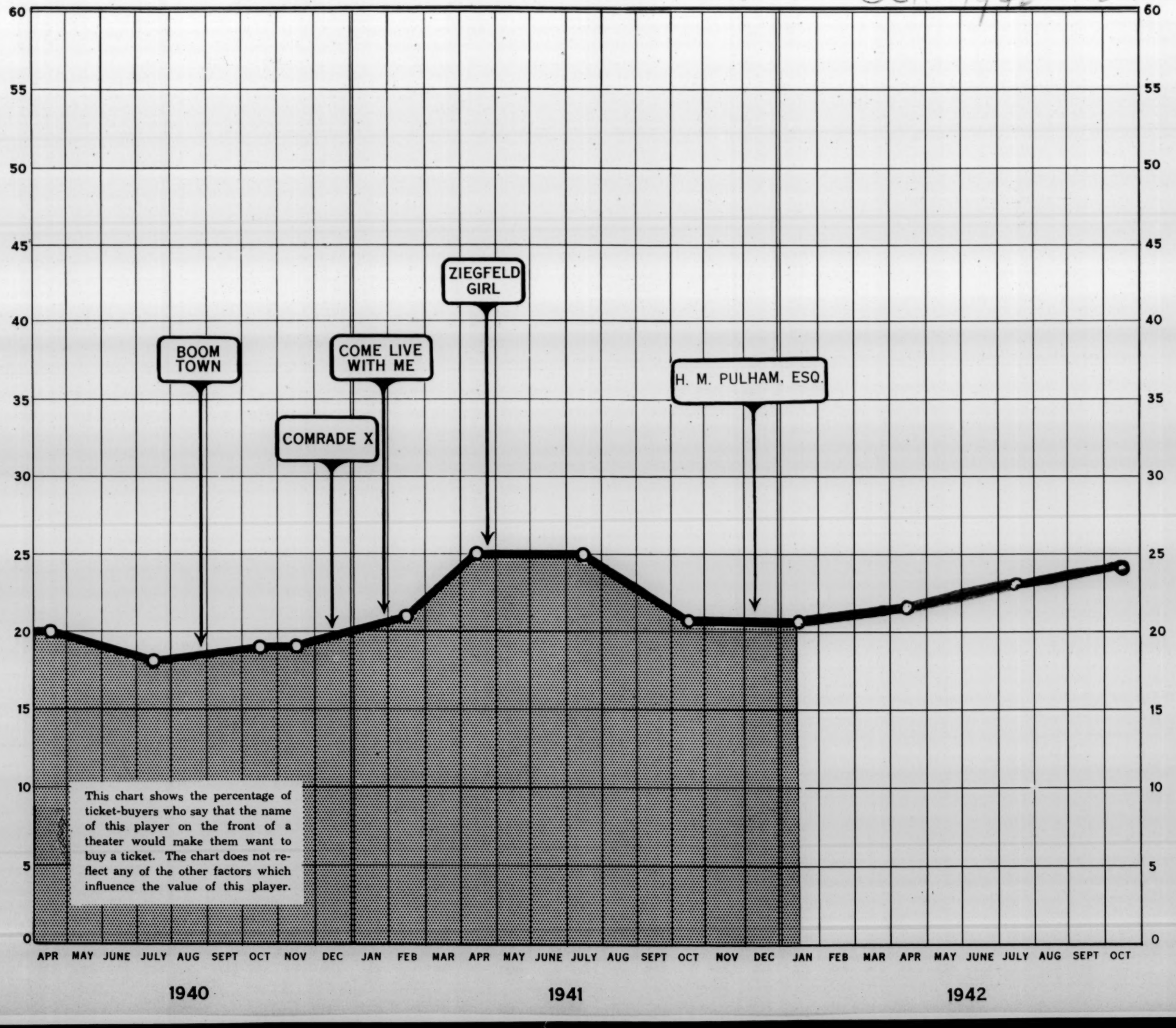
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT

1940 1941 1942

LAMARR. HEDY
17TH ACTRESS

OCT. - 1942 - 13TH


60
55
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35
30
25
20
15
10
5
0
BOOM TOWN
COMRADE X
COME LIVE WITH ME
ZIEGFELD GIRL
H. M. PULHAM, ESQ.
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

LAMOUR. DOROTHY

16TH ACTRESS

Oct-1942 - 17th

60
55
50
45
40
35
30
25
20
15
10
5
0

TYPHOON

JOHNNY APOLLO

MOON OVER BURMA

CHAD HANNA

ROAD TO ZANZIBAR

CAUGHT IN THE DRAFT

ALOMA OF THE SOUTH SEAS

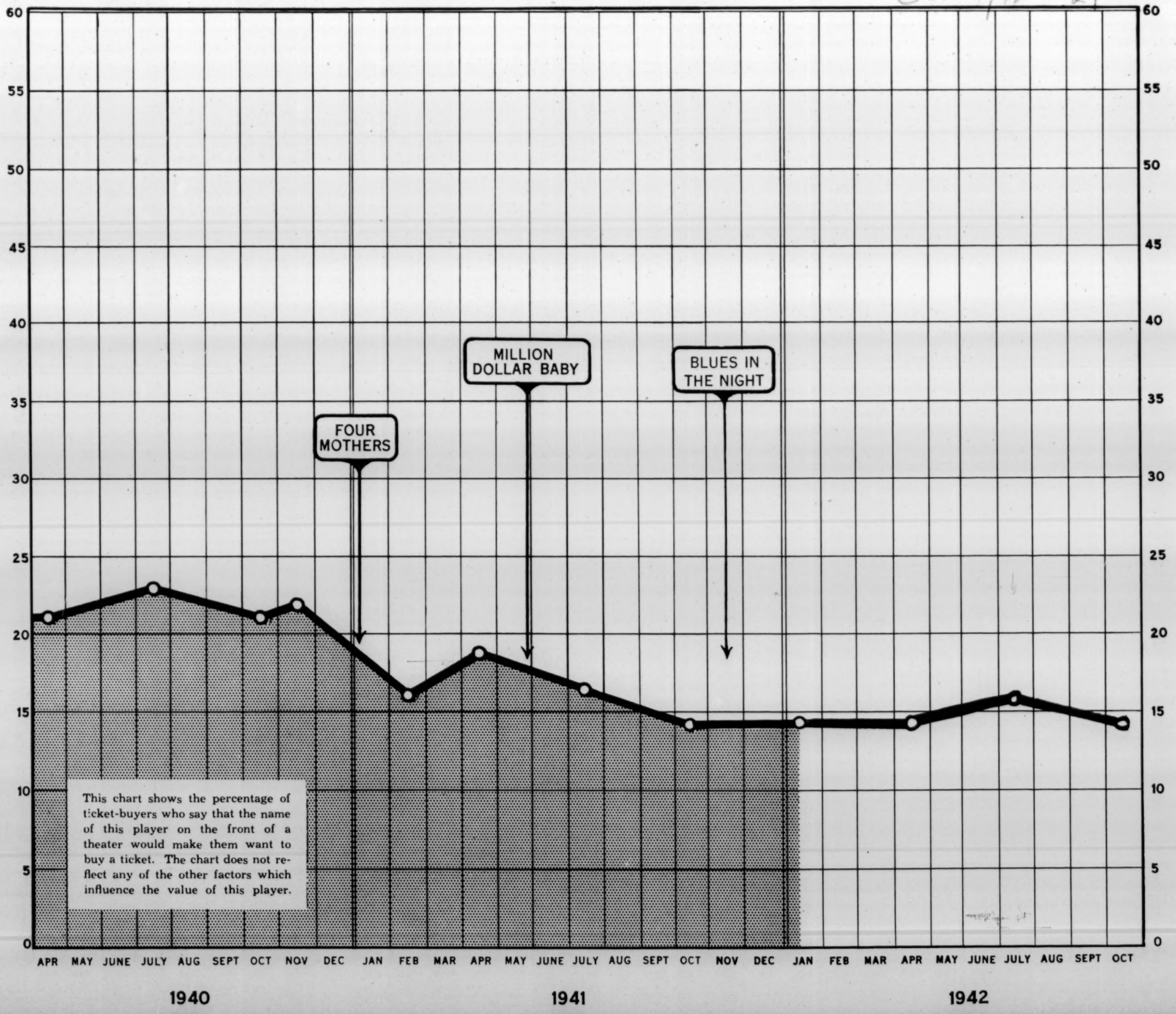
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT

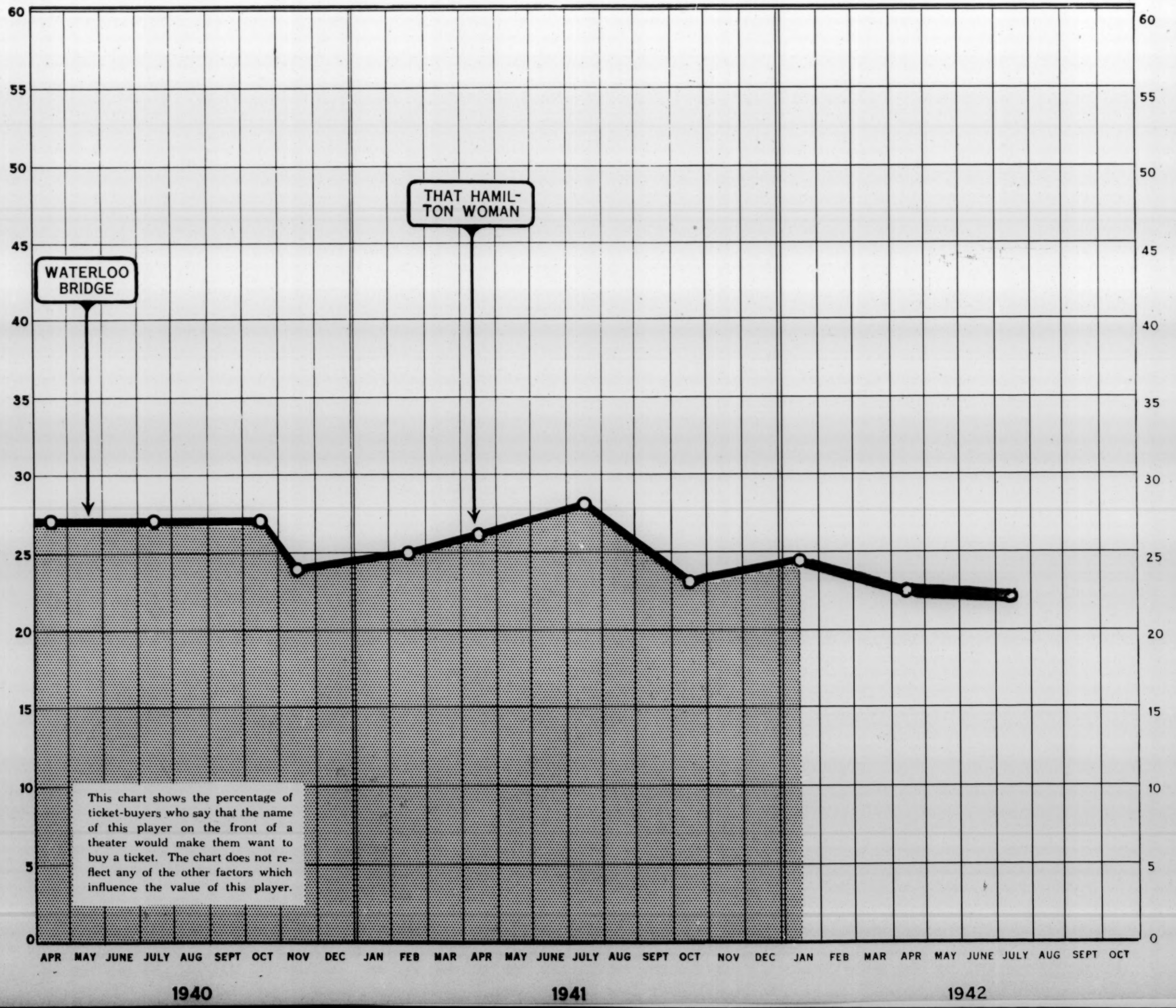
1940 1941 1942

LANE. PRISCILLA
29TH ACTRESS

Oct - 1942 - 29th

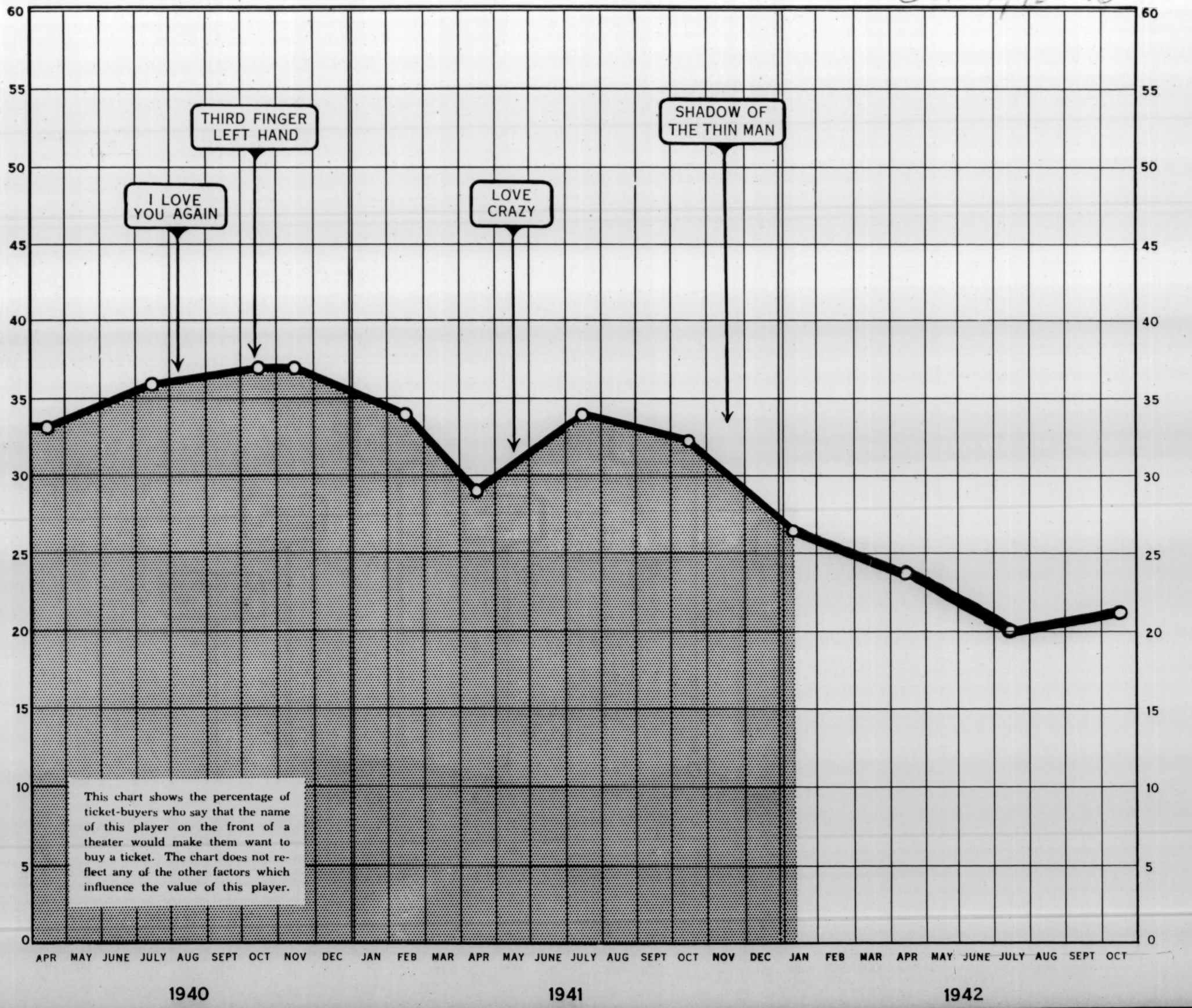

60
55
50
45
40
35
30
25
20
15
10
5
0
FOUR MOTHERS
MILLION DOLLAR BABY
BLUES IN THE NIGHT
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

LEIGH. VIVIEN
11TH ACTRESS


60
55
50
45
40
35
30
25
20
15
10
5
0
WATERLOO BRIDGE
THAT HAMIL-TON WOMAN
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

LOY. MYRNA
7TH ACTRESS

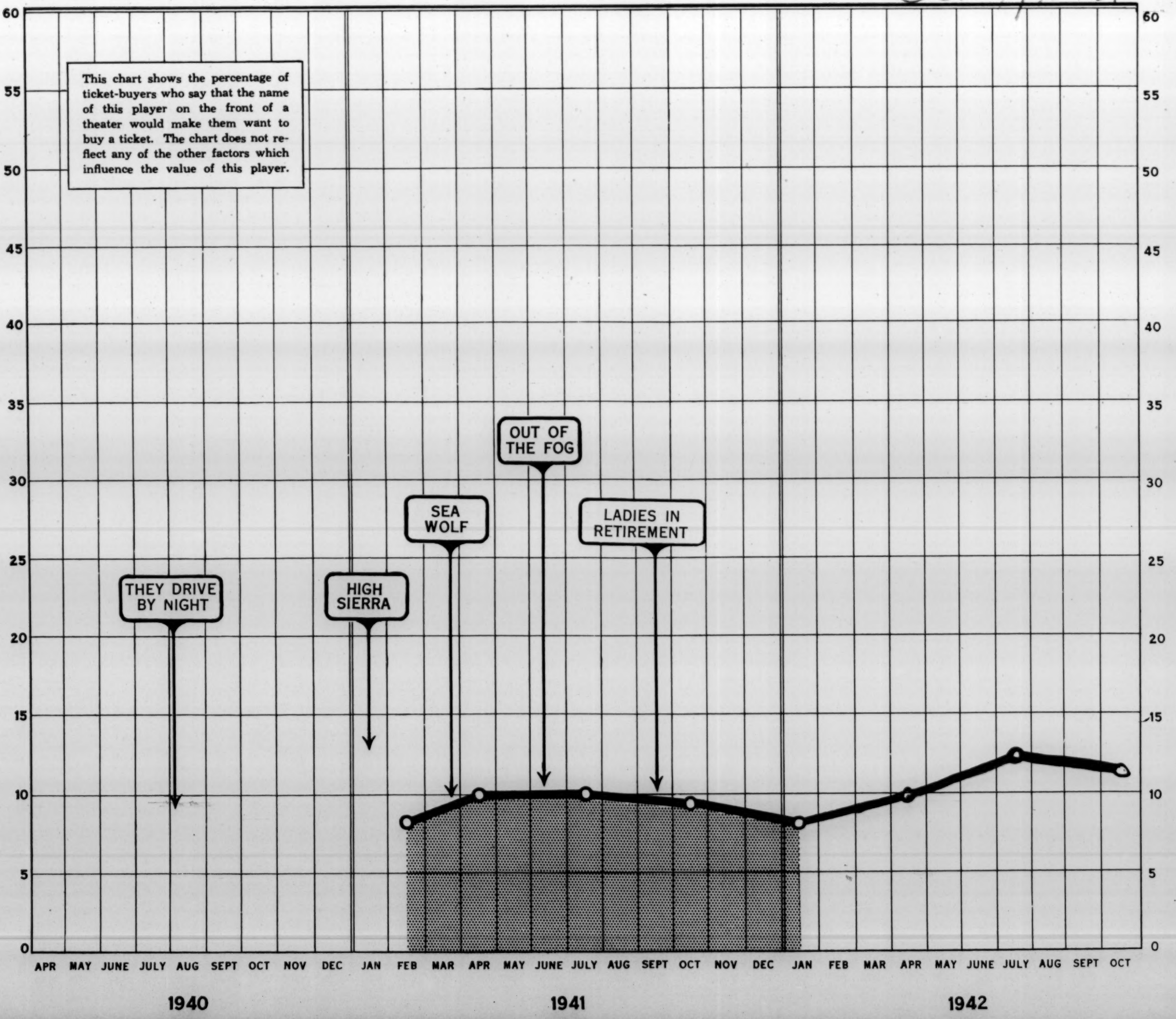
Oct - 1942 - 16th



This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

LUPINO. IDA
43RD ACTRESS
Oct - 1942 - 34th

This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.



MACDONALD. JEANETTE

15TH ACTRESS

Oct. - 1942 - 19th

NEW MOON

BITTER SWEET

SMILIN' THROUGH

60 55 50 45 40 35 30 25 20 15 10 5 0

APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT

1940 1941 1942

This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MARTIN. MARY

46TH ACTRESS

OCT. - 1942 - 50TH

60
55
50
45
40
35
30
25
20
15
10
5
0

LOVE THY NEIGHBOR

KISS THE BOYS GOOD-BYE

NEW YORK TOWN

BIRTH OF THE BLUES

NOT MEASURED IN PREVIOUS AUDITS

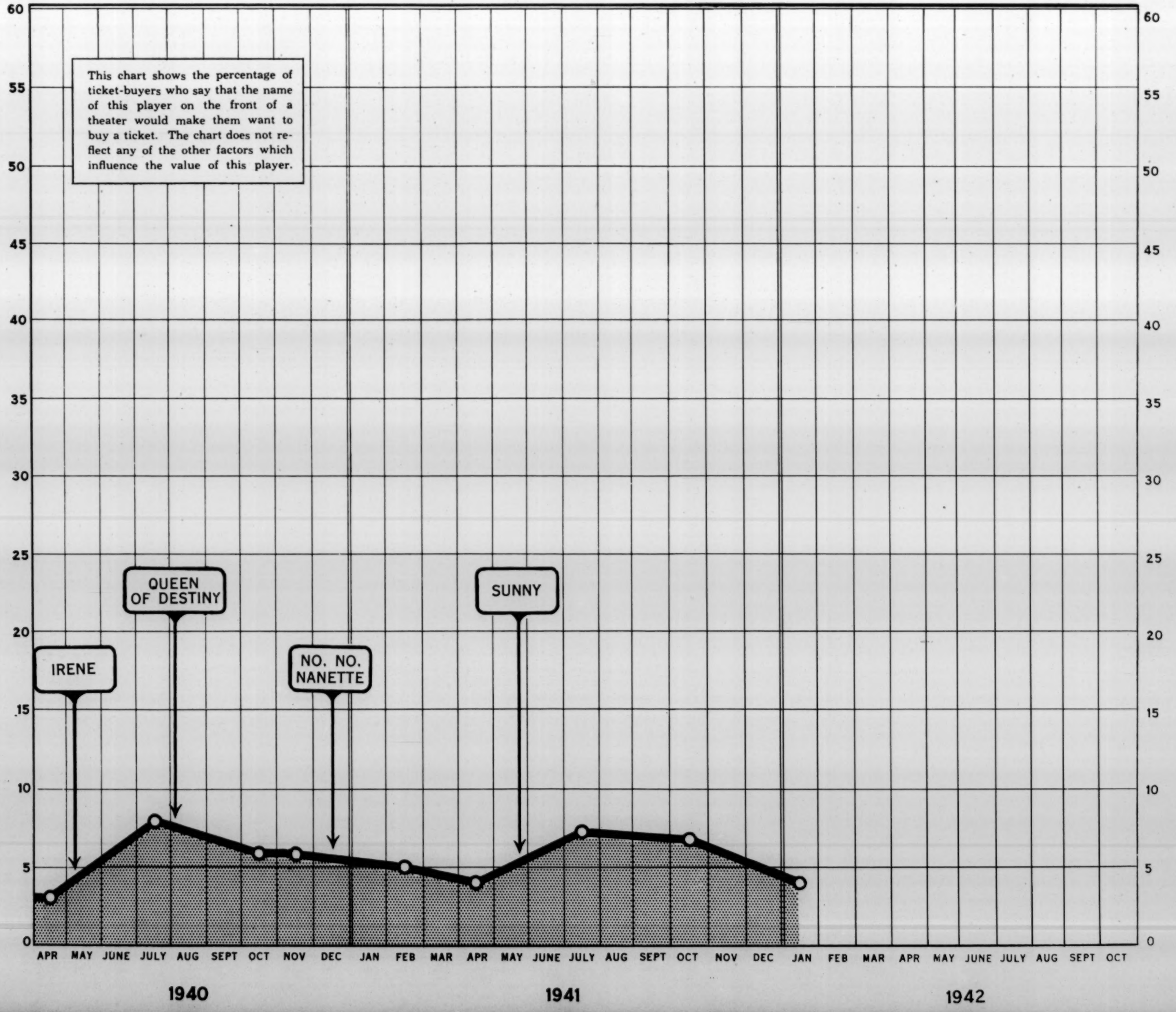
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT

1940 1941 1942

NEAGLE. ANNA
52ND ACTRESS

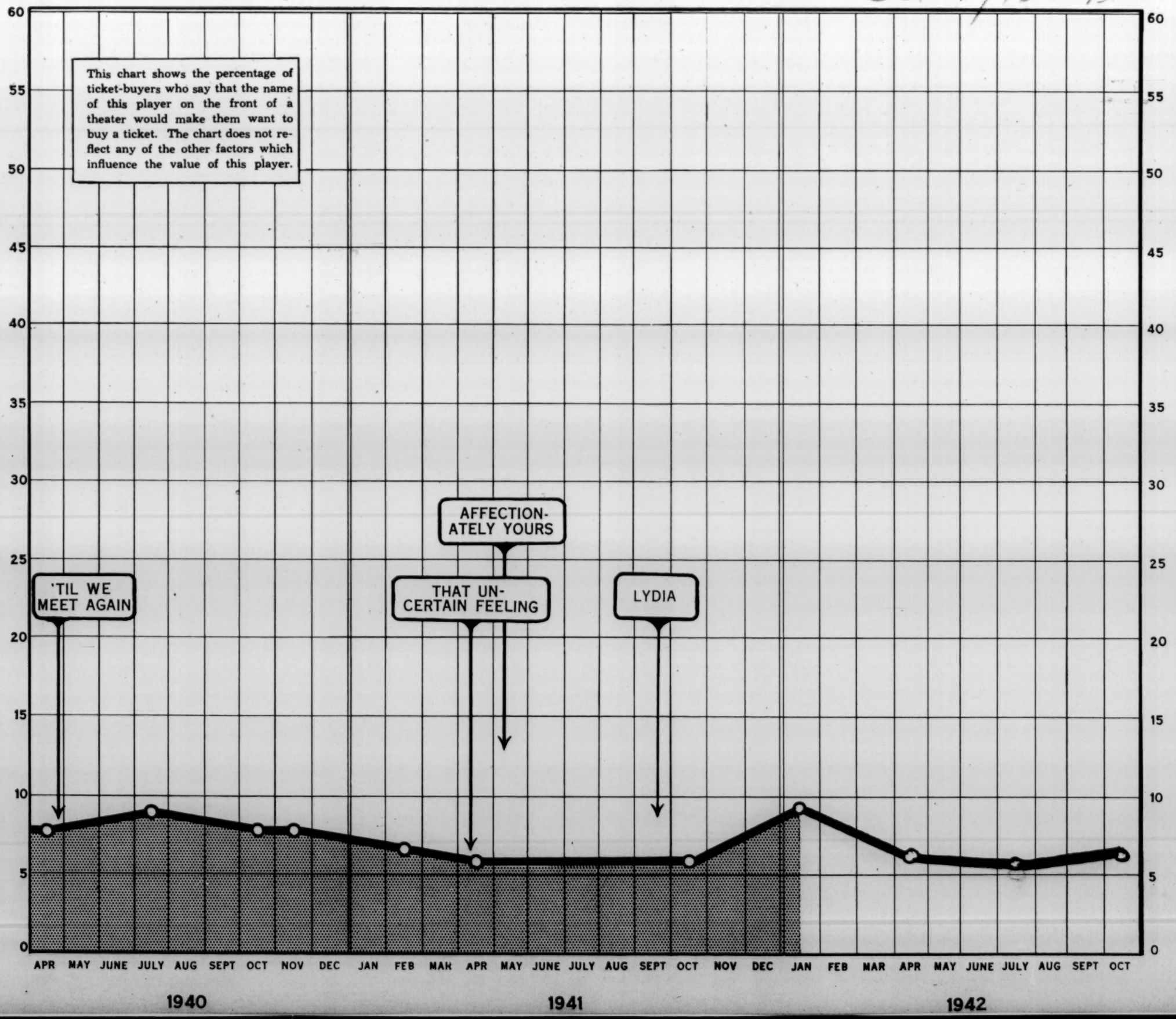
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.



OBERON. MERLE
39TH ACTRESS

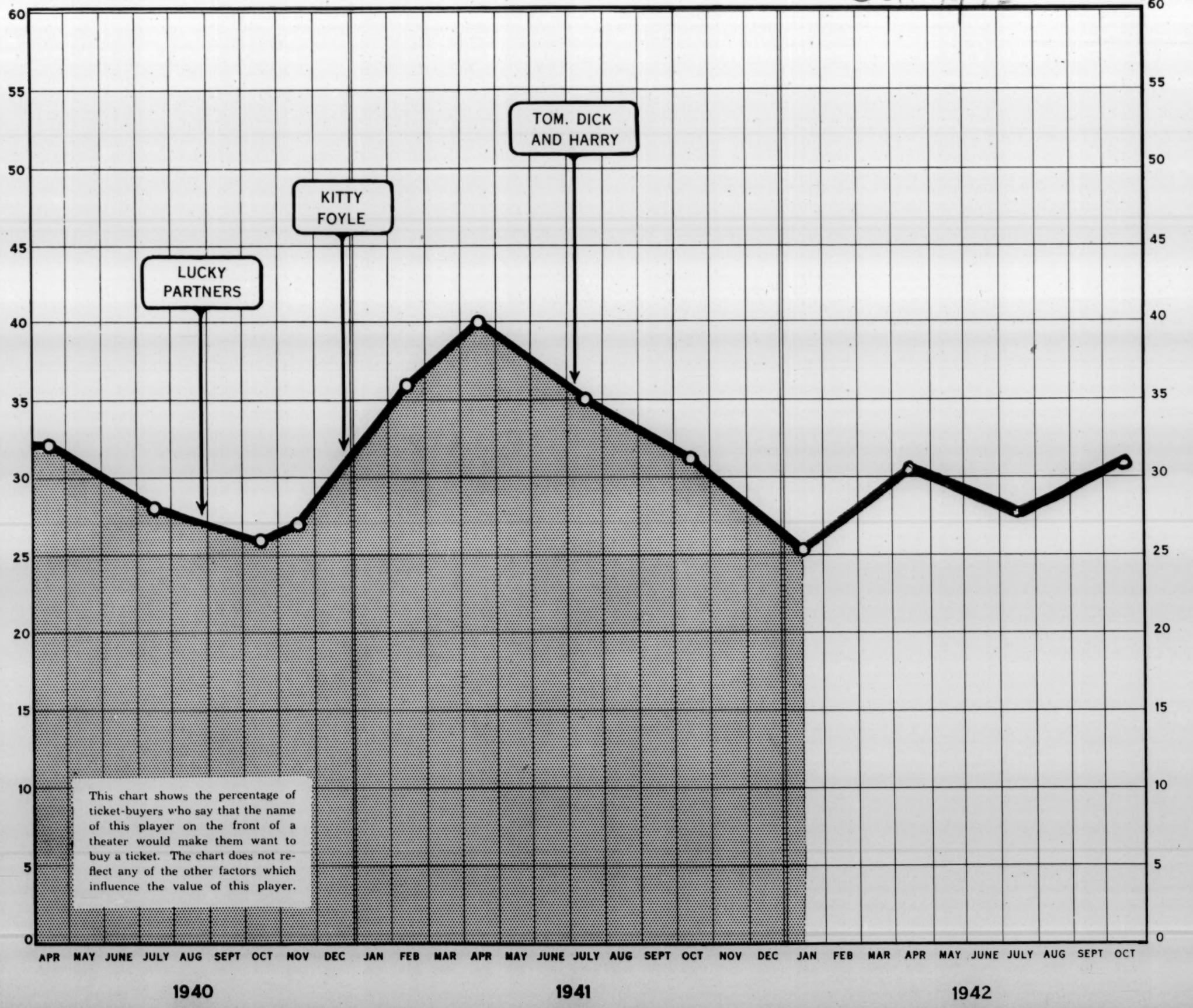
OCT.-1942 - 45TH

This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.



ROGERS. GINGER
10TH ACTRESS

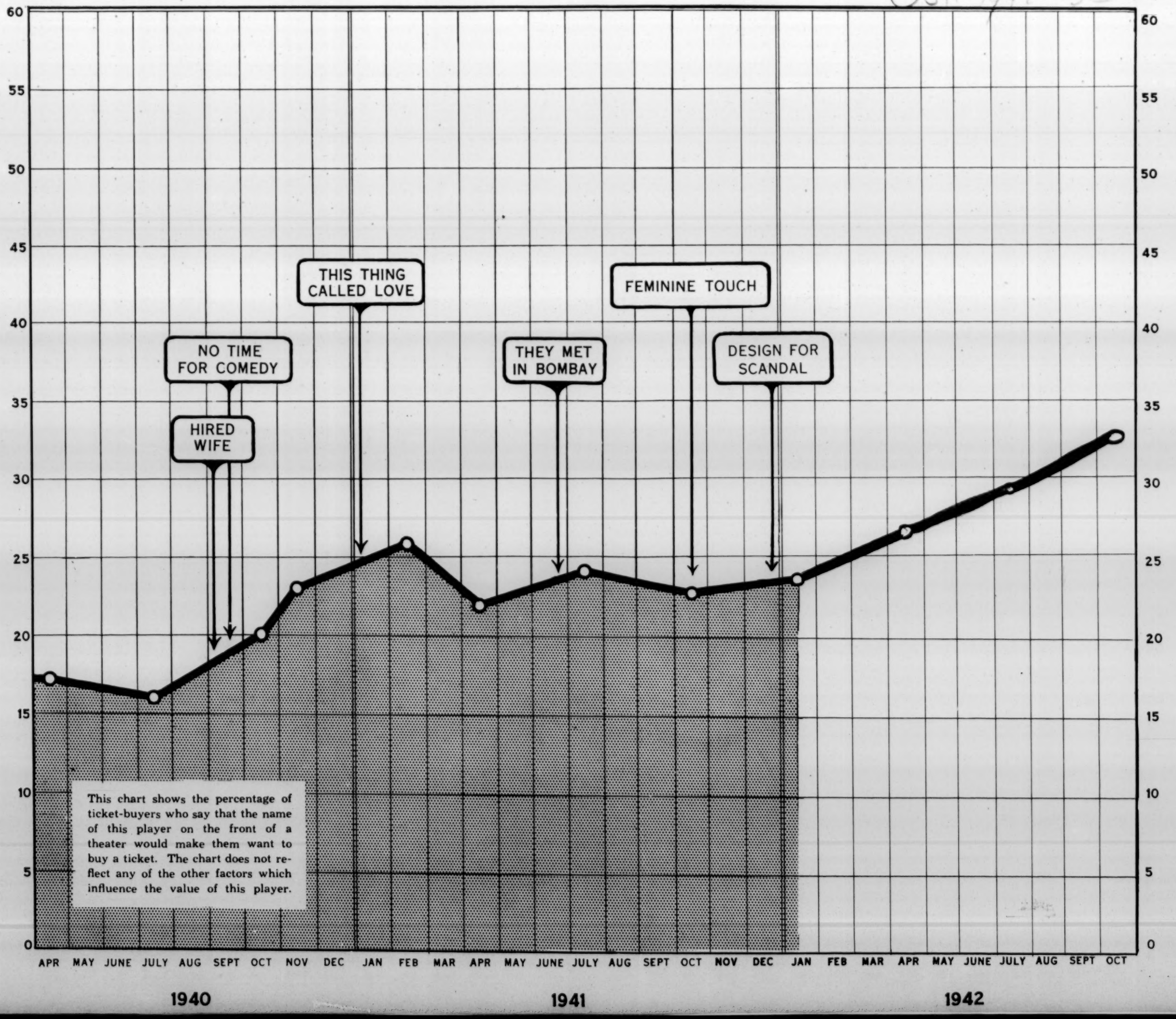
OCT. - 1942 - 4TH


60
55
50
45
40
35
30
25
20
15
10
5
0
TOM. DICK AND HARRY
KITTY FOYLE
LUCKY PARTNERS
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

RUSSELL. ROSALIND

13TH ACTRESS

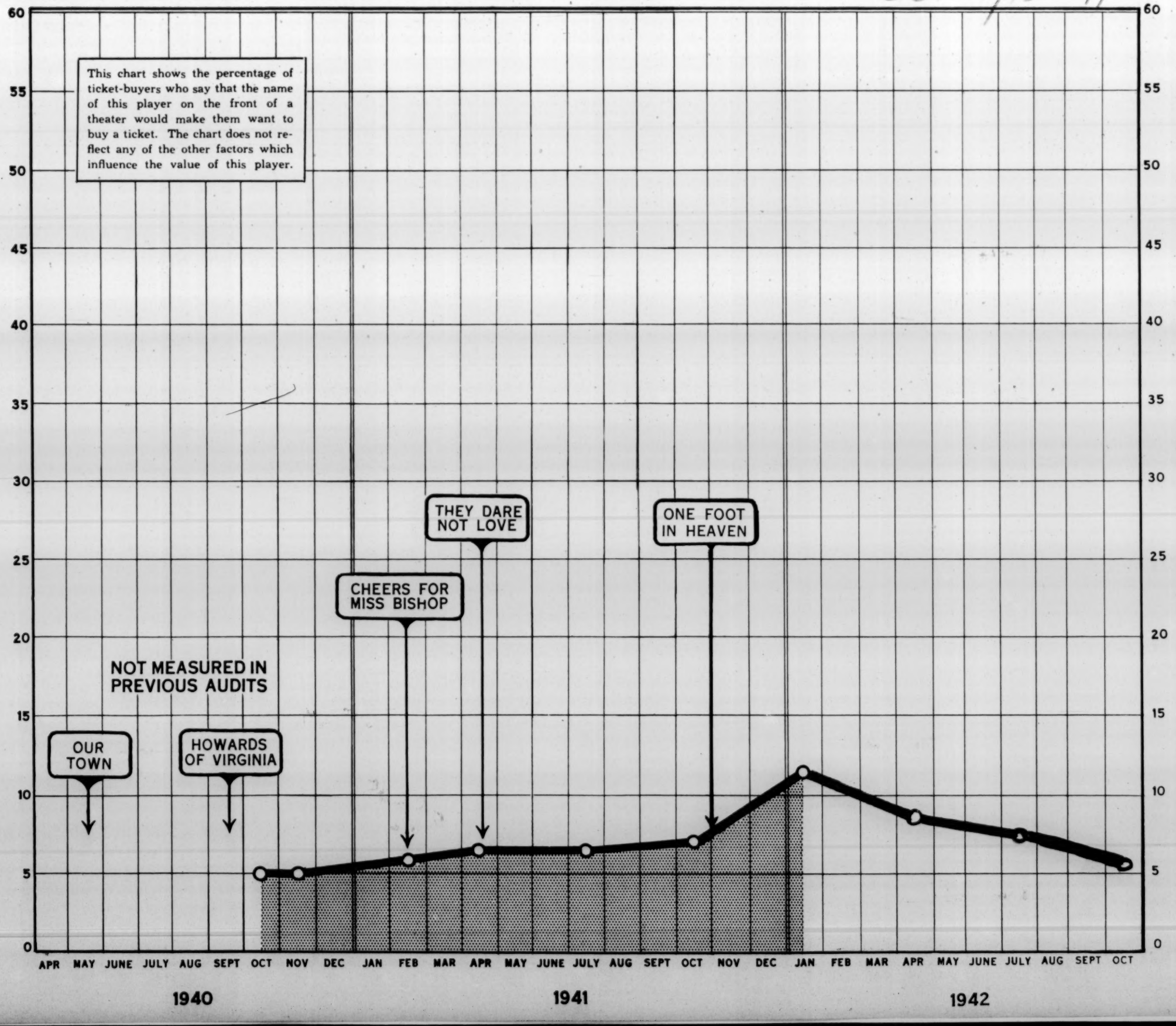
OCT. 1942 - 30


60
55
50
45
40
35
30
25
20
15
10
5
0
THIS THING CALLED LOVE
NO TIME FOR COMEDY
HIRED WIFE
THEY MET IN BOMBAY
FEMININE TOUCH
DESIGN FOR SCANDAL
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

SCOTT. MARTHA
36TH ACTRESS

Oct - 1942 - 49th

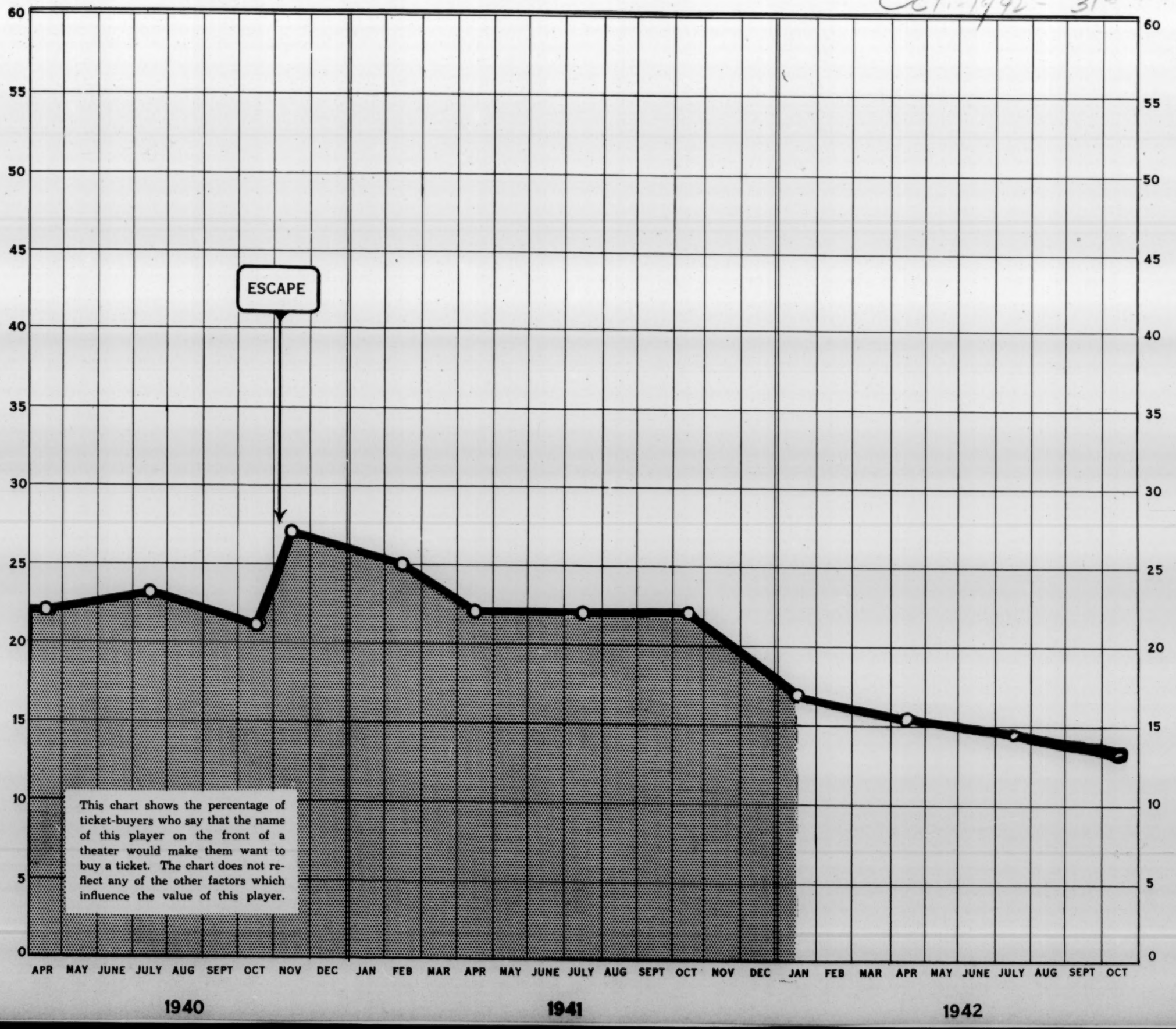
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.



SHEARER. NORMA

24TH ACTRESS

Oct.-1942 - 31st


60
55
50
45
40
35
30
25
20
15
10
5
0
ESCAPE
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

SHERIDAN. ANN

8TH ACTRESS

OCT. - 1942 - 7TH

CITY FOR CONQUEST

THEY DRIVE BY NIGHT

HONEYMOON FOR THREE

NAVY BLUES

MAN WHO CAME TO DINNER

TORRID ZONE

IT ALL CAME TRUE

60 55 50 45 40 35 30 25 20 15 10 5 0

APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT

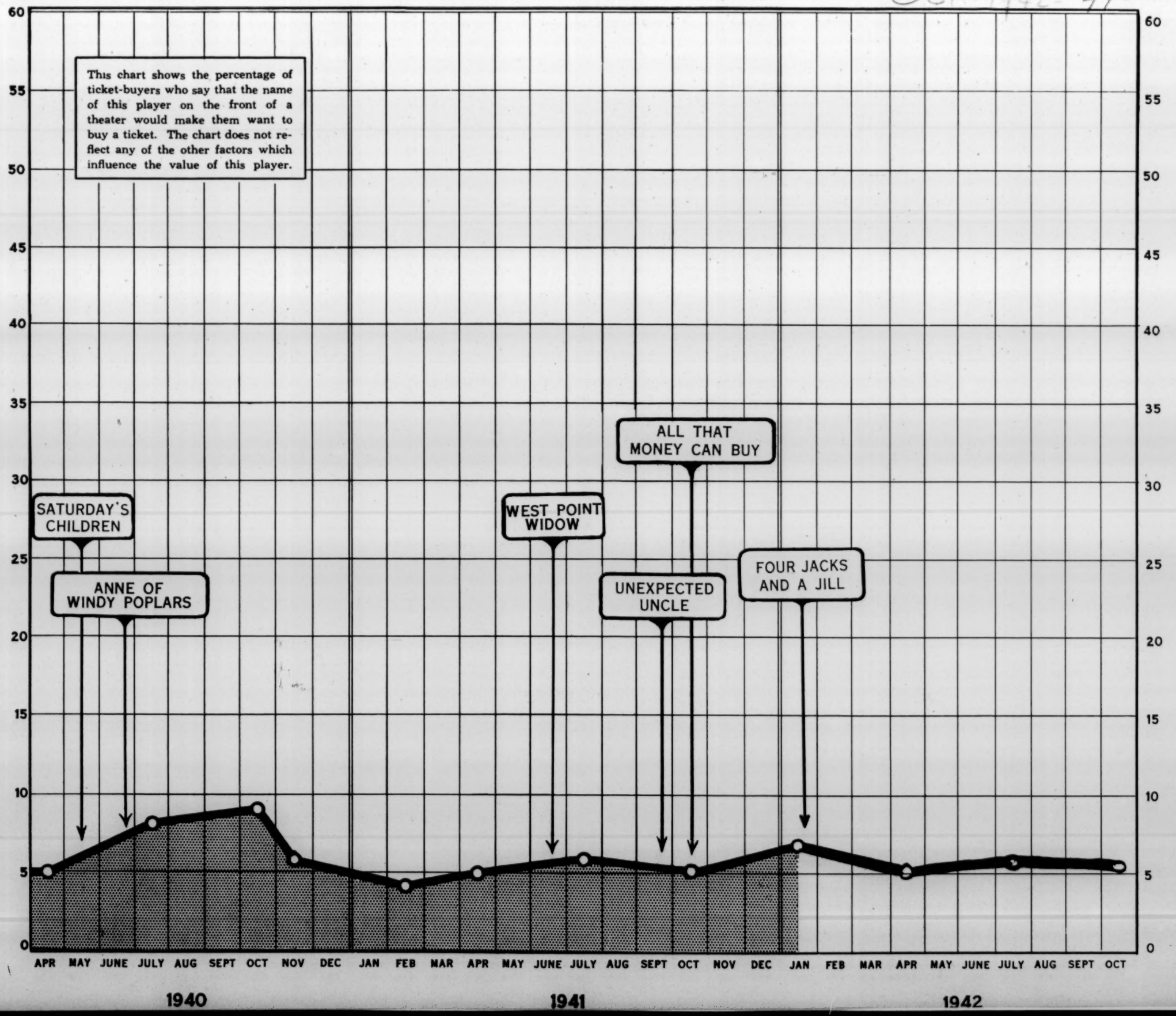
1940 1941 1942

This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

SHIRLEY. ANNE
48TH ACTRESS

Oct - 1942 - 47th

This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.



SIMMS, GINNY
47TH ACTRESS

OCT. 1942 - 38TH

60
55
50
45
40
35
30
25
20
15
10
5
0

YOU'LL FIND OUT

PLAYMATES

NOT MEASURED IN PREVIOUS AUDITS

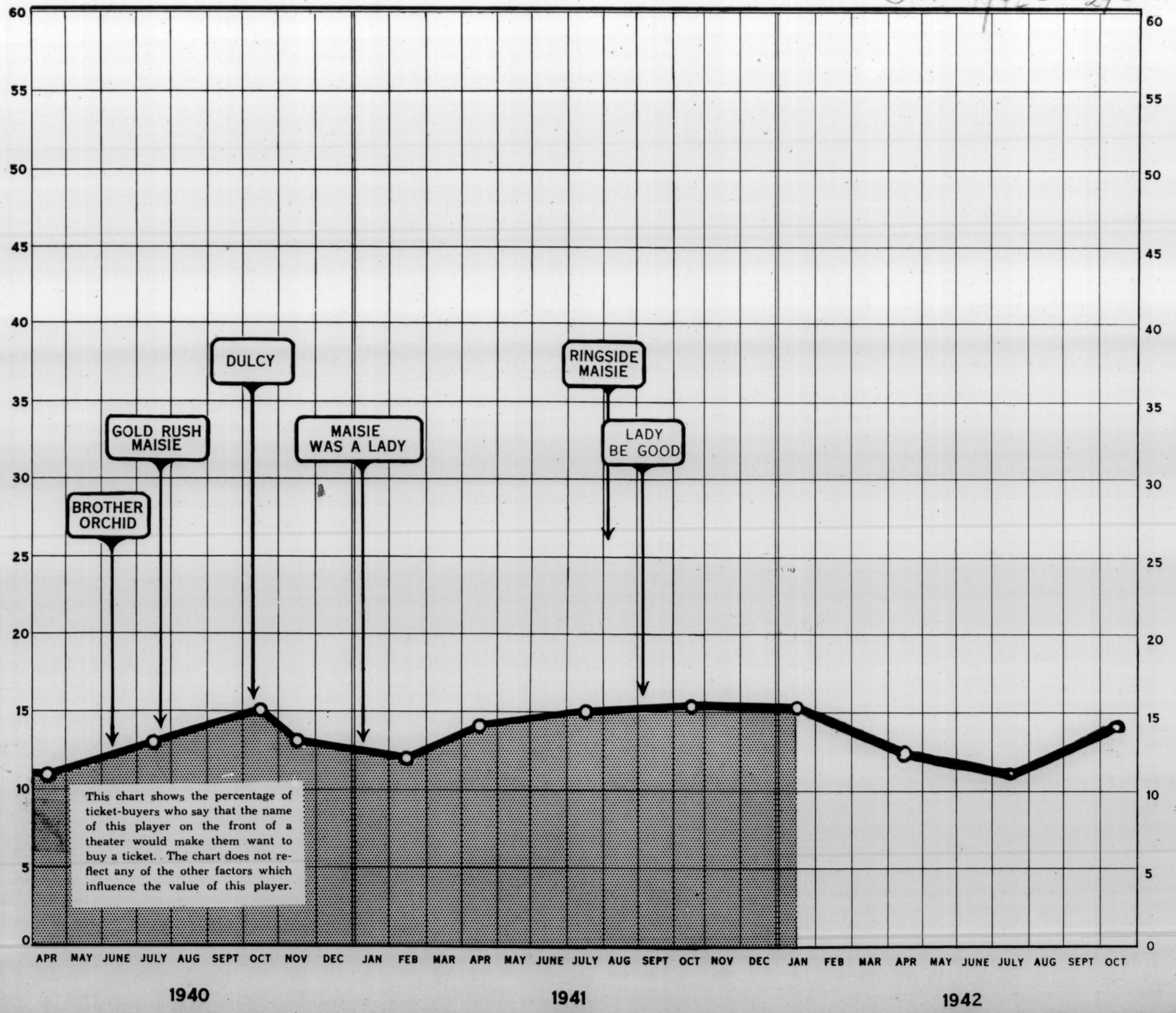
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT

1940 1941 1942

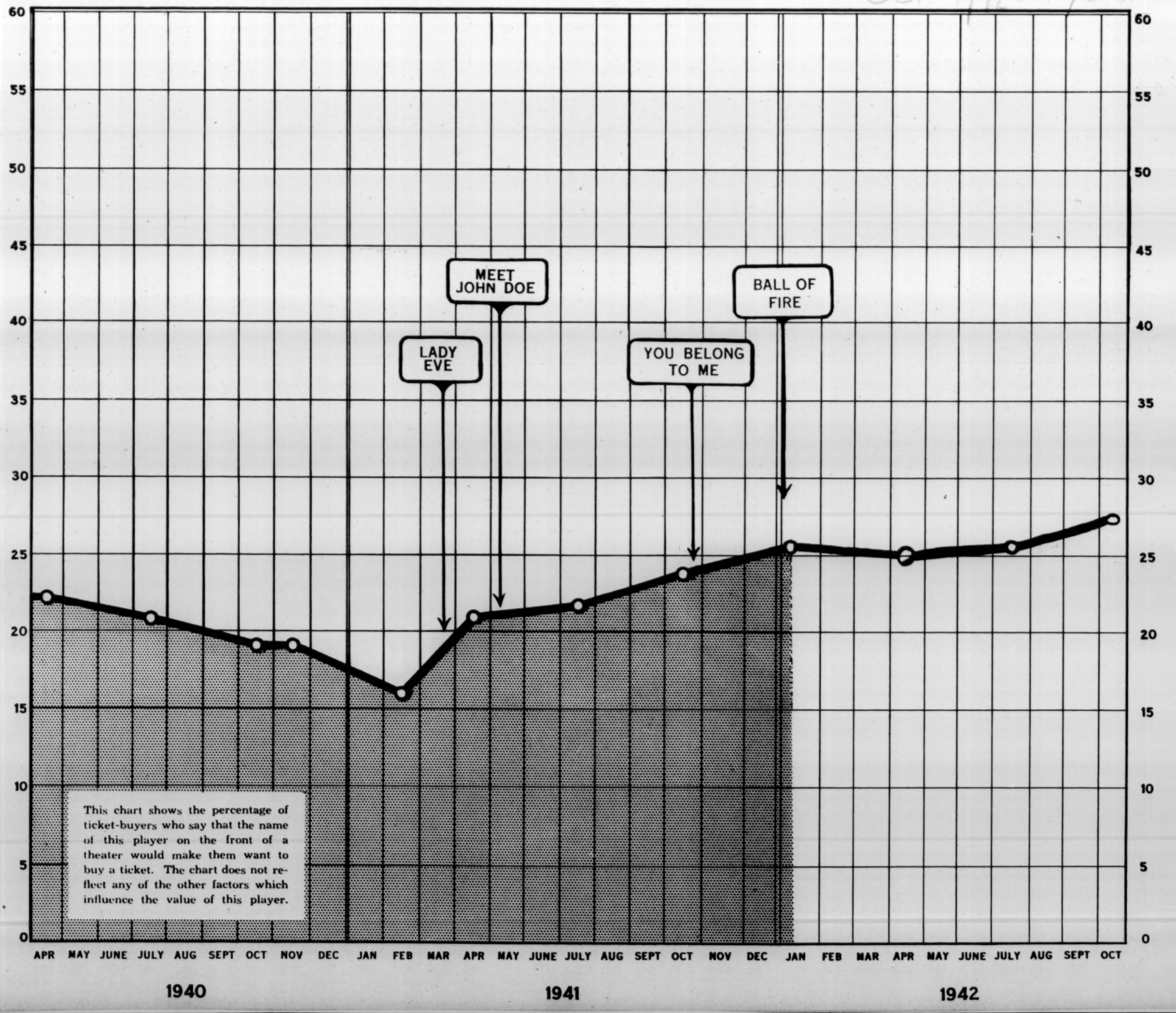
SOTHERN. ANN
26TH ACTRESS

Oct. 1942 - 29th


60
55
50
45
40
35
30
25
20
15
10
5
0
DULCY
GOLD RUSH MAISIE
MAISIE WAS A LADY
RINGSIDE MAISIE
LADY BE GOOD
BROTHER ORCHID
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

STANWYCK. BARBARA
9TH ACTRESS

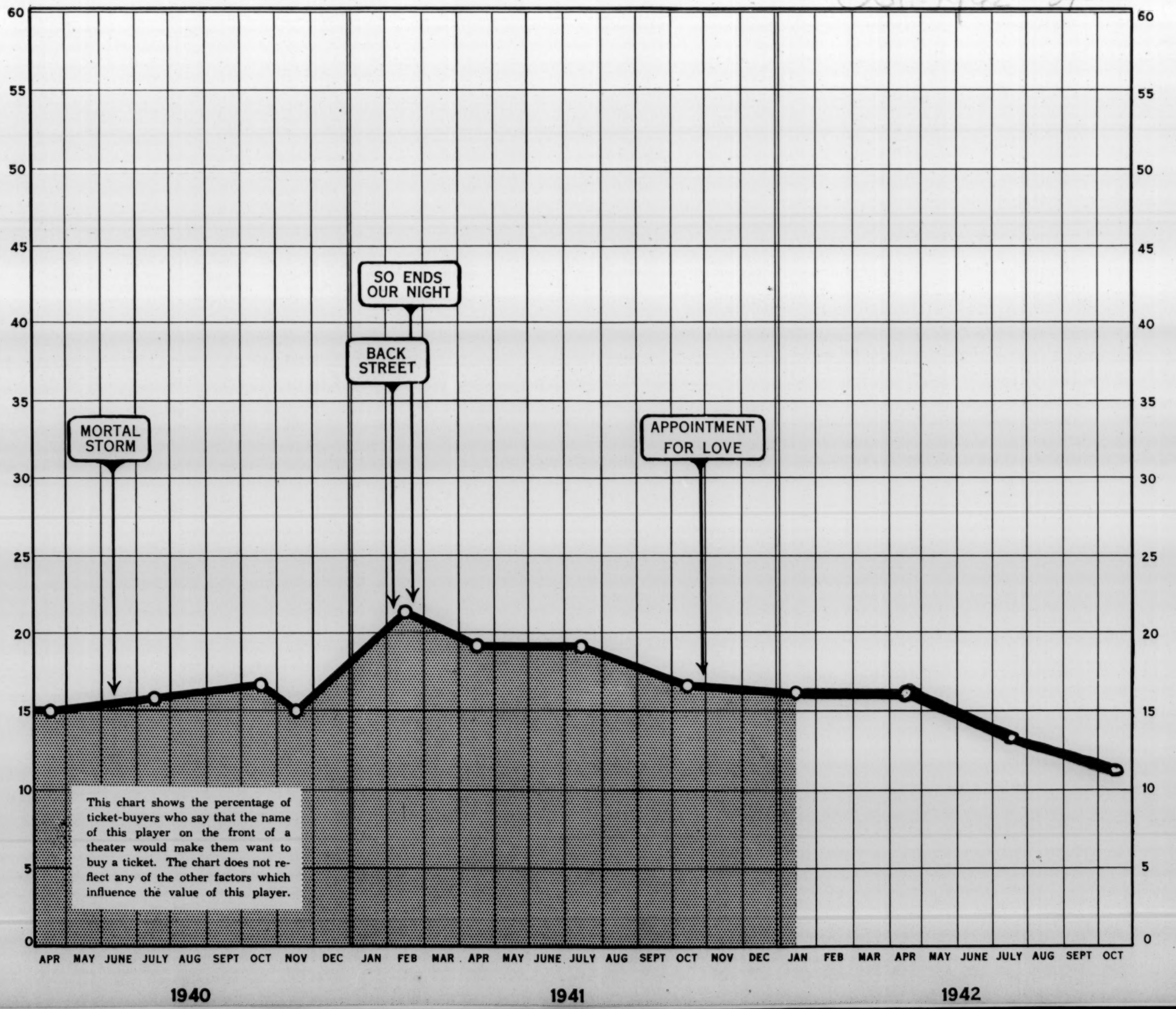
Oct-1942 - 9th "


60
55
50
45
40
35
30
25
20
15
10
5
0
MEET JOHN DOE
LADY EVE
YOU BELONG TO ME
BALL OF FIRE
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

SULLAVAN. MARGARET

25TH ACTRESS

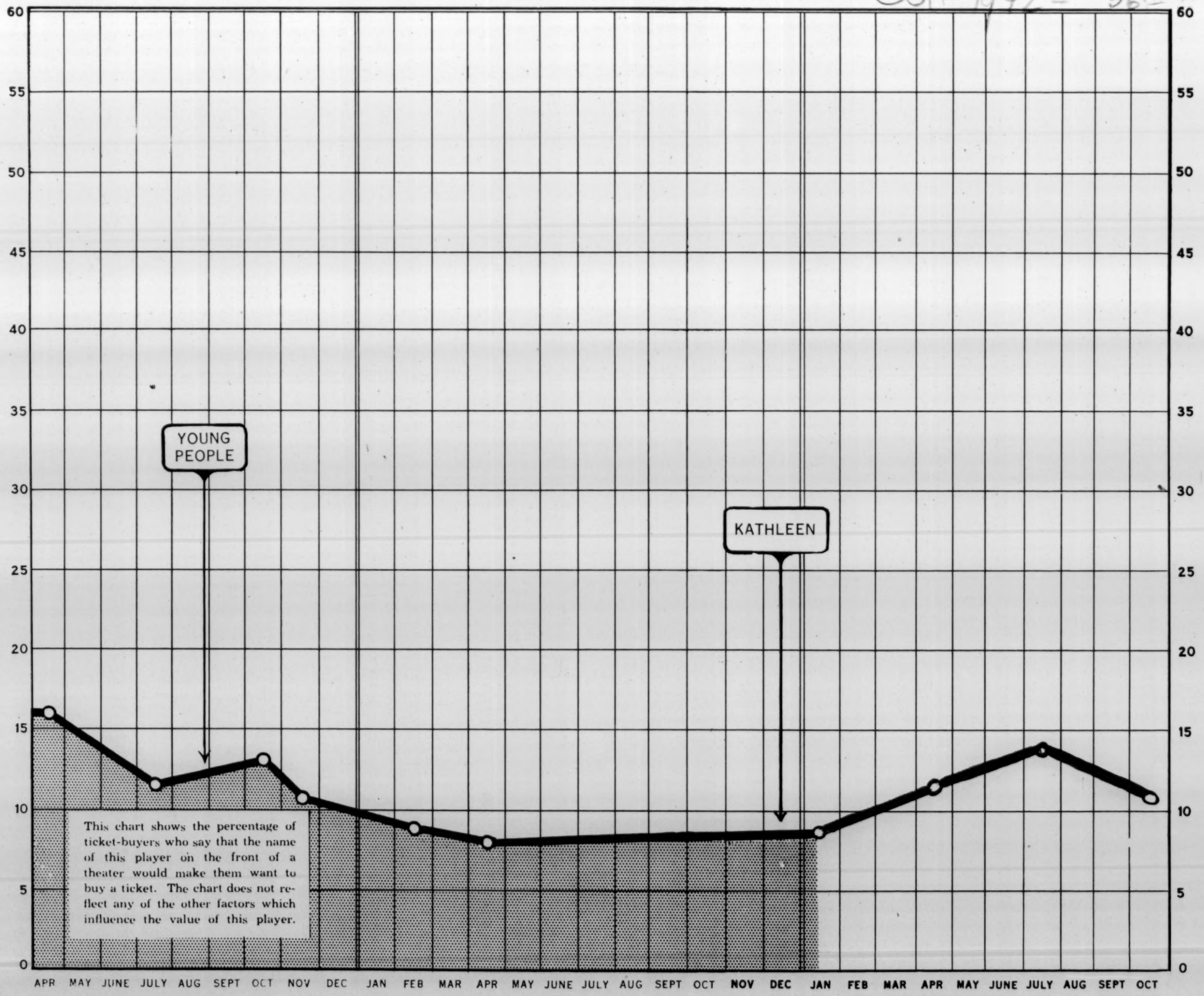
OCT. 1942 - 34TH


60
55
50
45
40
35
30
25
20
15
10
5
0
SO ENDS OUR NIGHT
BACK STREET
MORTAL STORM
APPOINTMENT FOR LOVE
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

TEMPLE. SHIRLEY

42ND ACTRESS

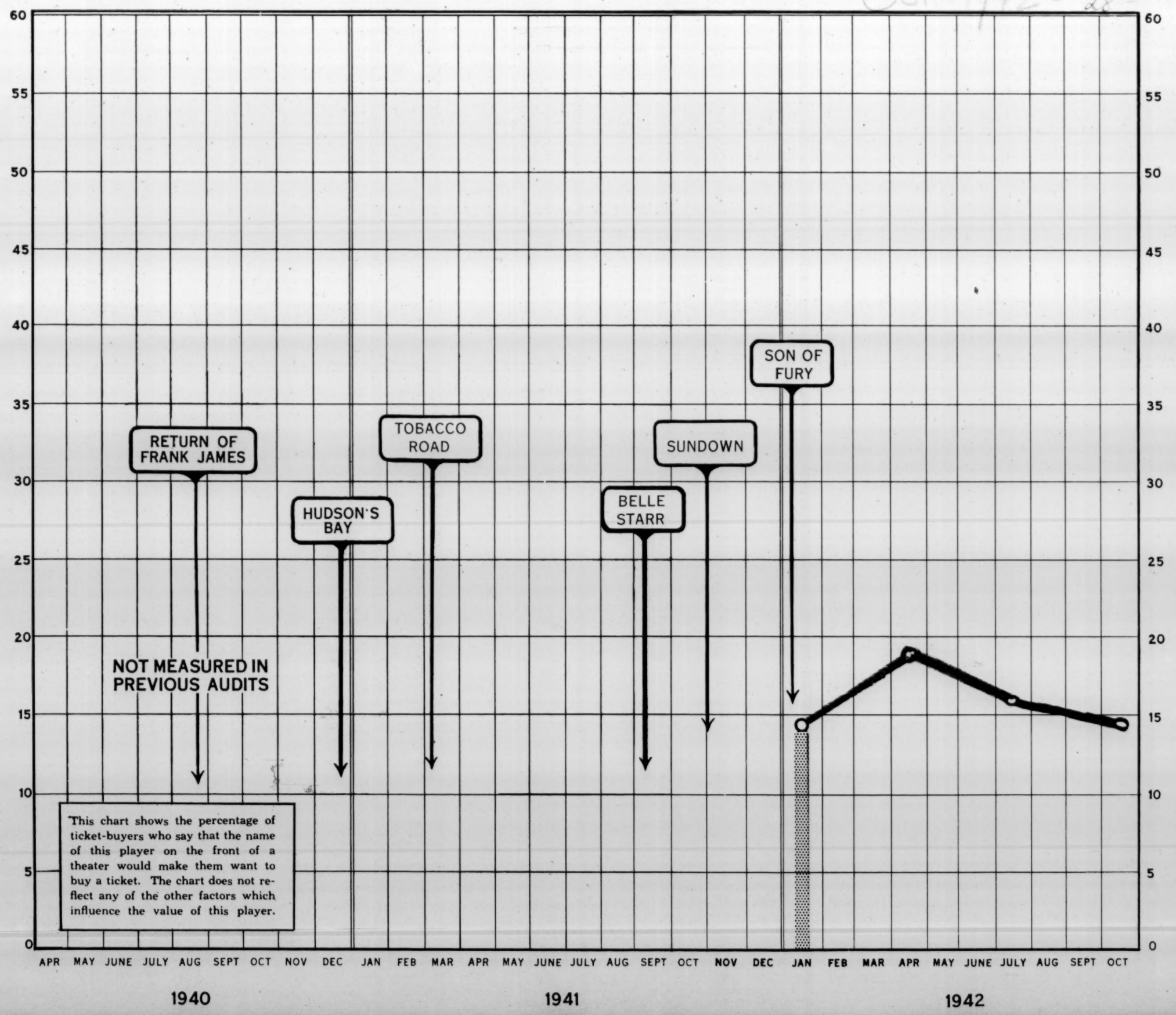
OCT. - 1942 - 36TH


60
55
50
45
40
35
30
25
20
15
10
5
0
YOUNG PEOPLE
KATHLEEN
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

TIERNEY. GENE

30TH ACTRESS

Oct. 1942 - 28th

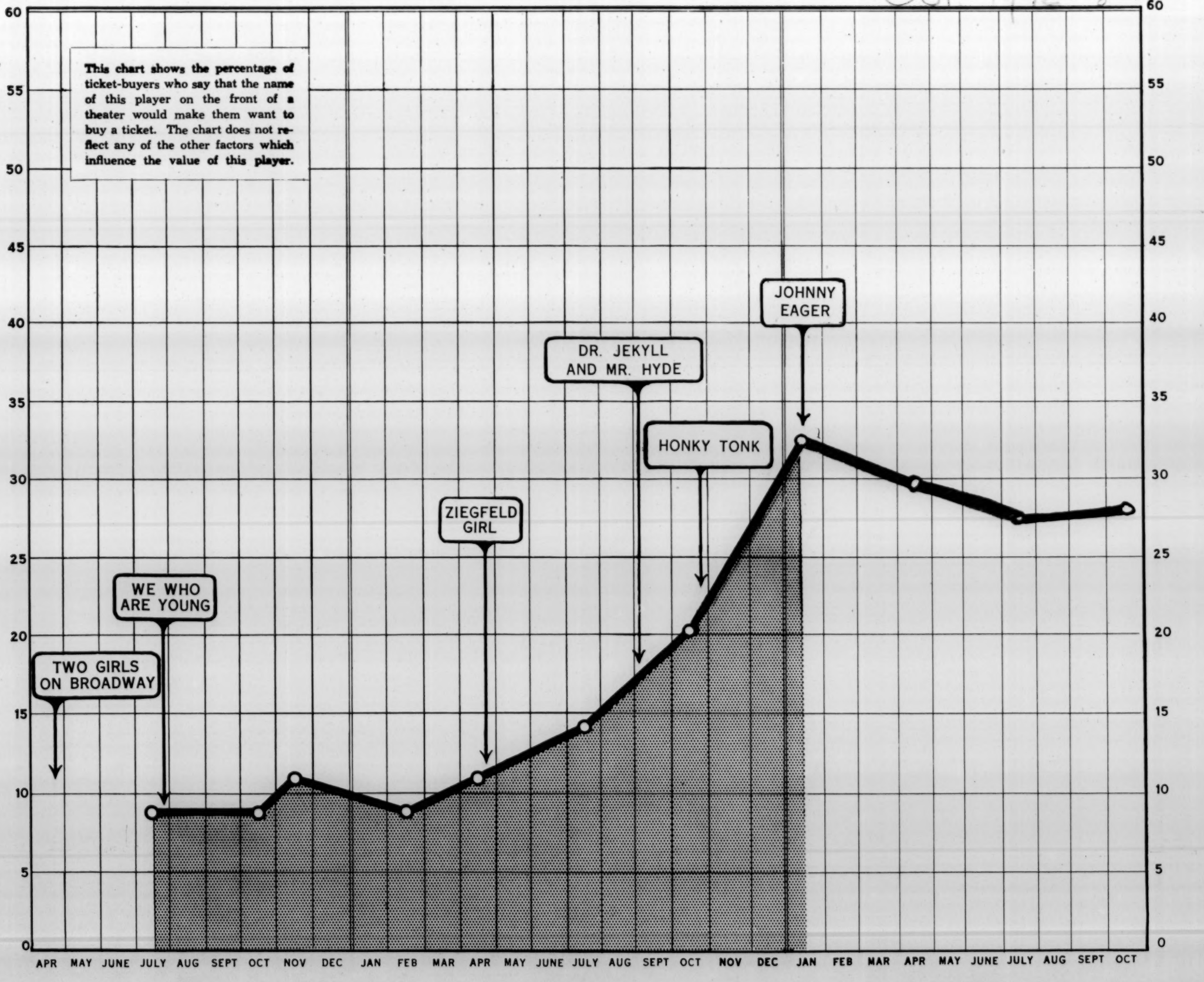

60
55
50
45
40
35
30
25
20
15
10
5
0
RETURN OF FRANK JAMES
HUDSON'S BAY
TOBACCO ROAD
SON OF FURY
BELLE STARR
SUNDOWN
NOT MEASURED IN PREVIOUS AUDITS
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

TURNER. LANA

3RD ACTRESS

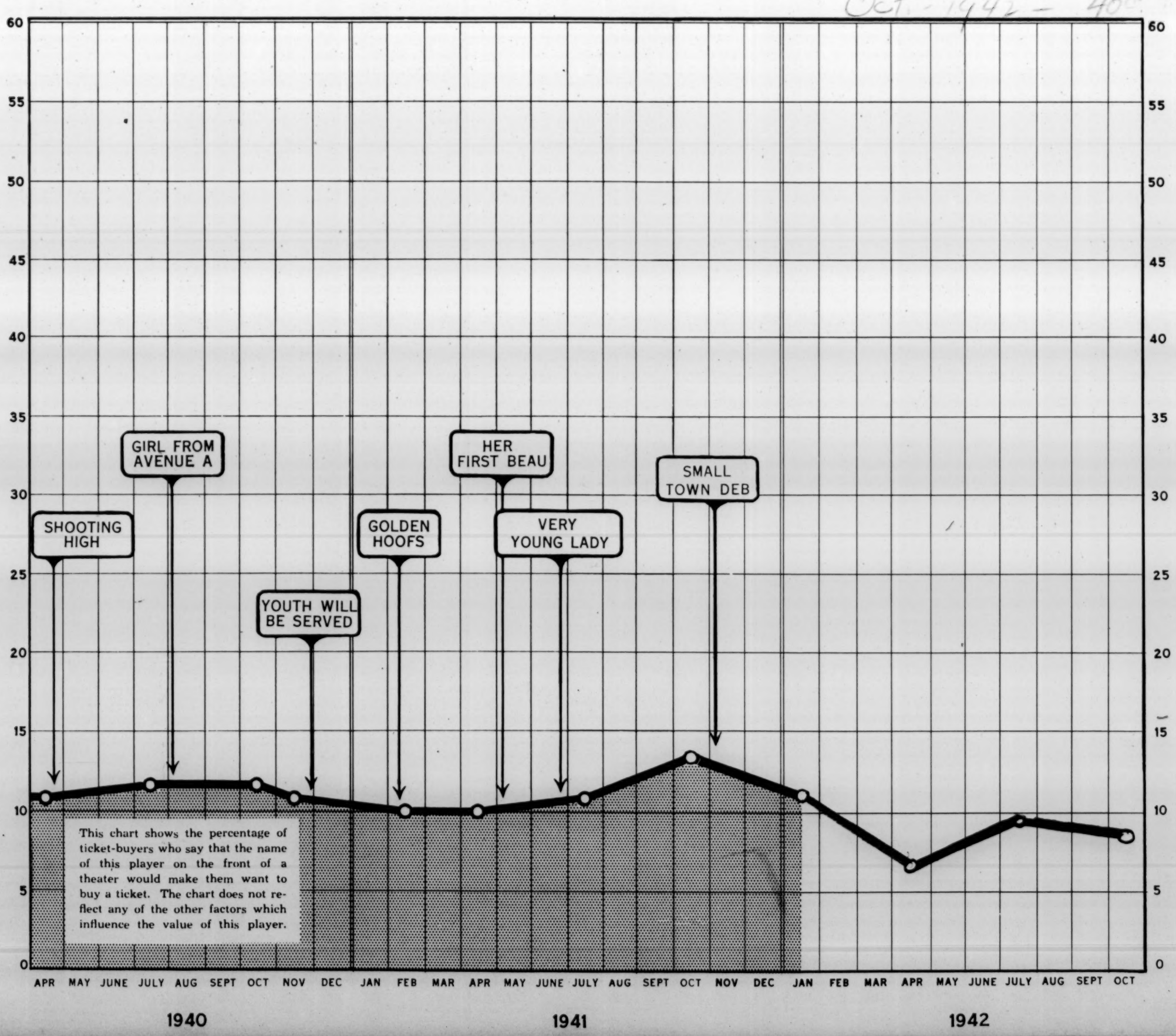
OCT - 1942 - 8TH

This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.



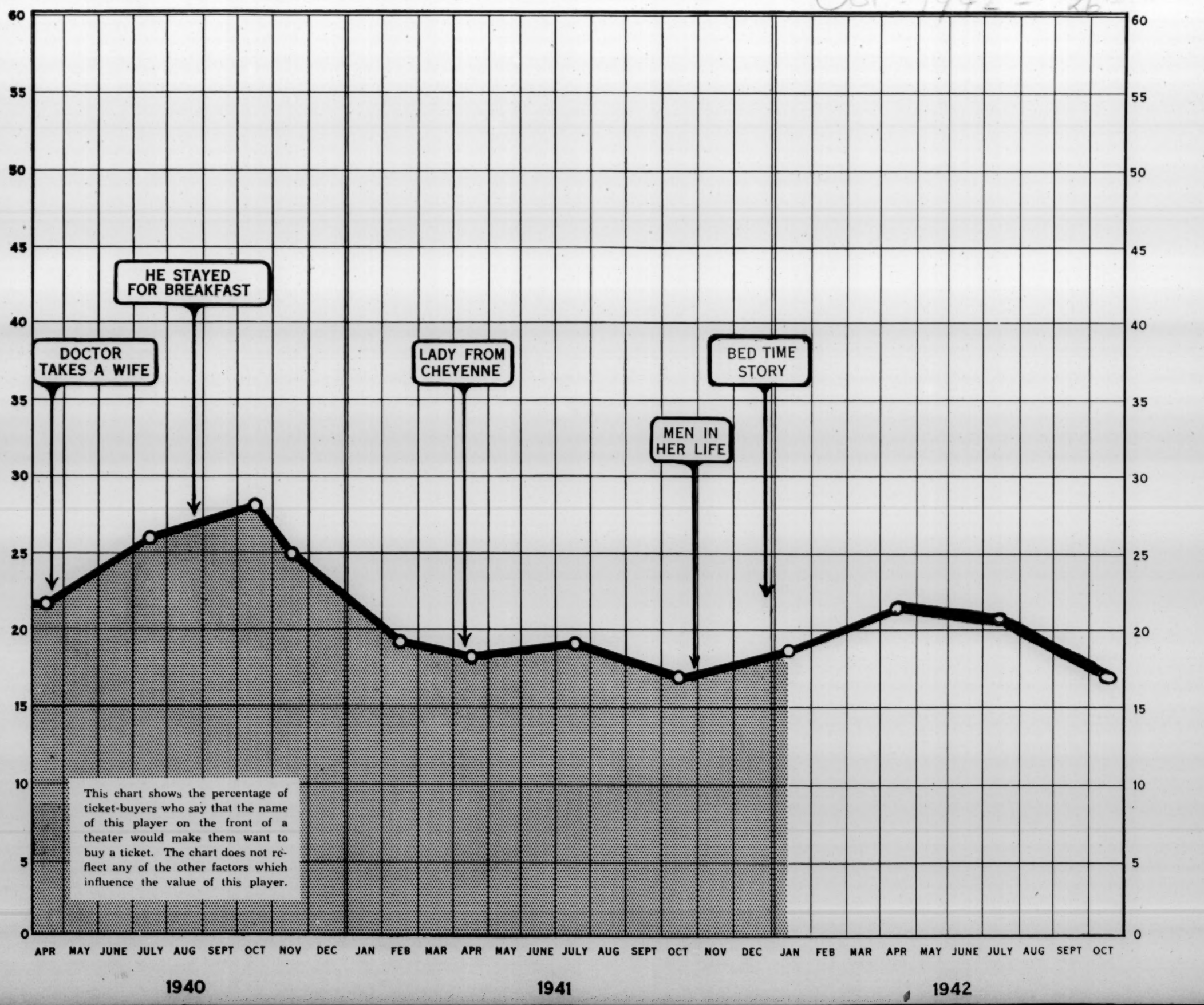
WITHERS. JANE
37TH ACTRESS

Oct. - 1942 - 40th


60
55
50
45
40
35
30
25
20
15
10
5
0
SHOOTING HIGH
GIRL FROM AVENUE A
YOUTH WILL BE SERVED
GOLDEN HOOFS
HER FIRST BEAU
VERY YOUNG LADY
SMALL TOWN DEB
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

YOUNG. LORETTA
20TH ACTRESS

Oct - 1942 - 25th


60
55
50
45
40
35
30
25
20
15
10
5
0
HE STAYED FOR BREAKFAST
DOCTOR TAKES A WIFE
LADY FROM CHEYENNE
BED TIME STORY
MEN IN HER LIFE
This chart shows the percentage of ticket-buyers who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.
APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT
1940
1941
1942

1942 Audit by Sex, Age, Income, and Size of Community

AUDIENCE RESEARCH INSTITUTE

CONTINUING AUDIT OF MARQUEE VALUES

ANALYSIS BY SEX, AGE, INCOME
AND SIZE OF COMMUNITY
1942

EXPLANATORY

The charts in this volume show the marquee value of one hundred and nine actors and actresses analyzed by sex, by age-groups, by income-groups and by size of community.

These charts are based on the average of the Eighth and the Ninth AUDITS, with the single exception of the analysis by size of community, which is based on the Ninth AUDIT alone.

SUMMARY

The following male stars (43% of the total) are more popular with male than with female theatergoers:

Abbott & Costello
Beery, Wallace
Benny, Jack
Bogart, Humphrey
Cagney, James
Cooper, Gary
Cooper, Jackie
Crosby, Bing
Fairbanks, Douglas
Flynn, Errol
Garfield, John
Hope, Bob
Kyser, Kay
Laughton, Charles
McCrea, Joel
Muni, Paul
Oakie, Jack
O'Brien, Pat
Raft, George
Rathbone, Basil
Robinson, Edward G.
Scott, Randolph
Tracy, Spencer
Welles, Orson

The following male stars (43% of the total) are more popular with female than with male theatergoers:

Aherne, Brian
Ameche, Don
Boyer, Charles
Brent, George
Cummings, Robert
Douglas, Melvyn
Eddy, Nelson
Gable, Clark
Lynn, Jeffrey
MacMurray, Fred
March, Fredric
Marshall, Herbert
Milland, Ray
Montgomery, Robert
Morgan, Dennis
Olivier, Laurence
Payne, John
Pidgeon, Walter
Powell, Dick
Powell, William
Power, Tyrone
Stewart, James
Taylor, Robert
Young, Robert

The following male stars (14% of the total) are equally popular with both sexes:

Astaire, Fred
Colman, Ronald
Fonda, Henry
Grant, Cary
Murphy, George
Reagan, Ronald
Rooney, Mickey
Sanders, George

The following female stars (74% of the total) are more popular with female than with male theatergoers:

Arthur, Jean
Bennett, Joan
Bergman, Ingrid
Carroll, Madeleine
Colbert, Claudette
Crawford, Joan
Darnell, Linda
Davis, Bette
Day, Laraine
De Havilland, Olivia
Dietrich, Marlene
Dunne, Irene
Durbin, Deanna
Faye, Alice
Fontaine, Joan
Garbo, Greta
Garland, Judy
Garson, Greer
Henie, Sonja
Hepburn, Katharine
Hussey, Ruth
Lane, Priscilla
Leigh, Vivien
Loy, Myrna
Lupino, Ida
MacDonald, Jeanette
Neagle, Anna
Oberon, Merle
Rogers, Ginger
Russell, Rosalind
Scott, Martha
Shearer, Norma
Shirley, Anne
Sothern, Ann
Stanwyck, Barbara
Sullavan, Margaret
Temple, Shirley
Withers, Jane
Young, Loretta

The following female stars (only 13% of the total) are more popular with male than with female theatergoers:

Grable, Betty
Hayworth, Rita
Lamarr, Hedy
Lamour, Dorothy
Martin, Mary
Sheridan, Ann
Tierney, Gene

The following female stars (13% of the total) are equally popular with both sexes:

Ball, Lucille
Blondell, Joan
Francis, Kay
Goddard, Paulette
Lake, Veronica
Simms, Ginny
Turner, Lana

The following stars are more popular with the upper income groups than with the lower:

Arthur, Jean
Bergman, Ingrid
Boyer, Charles
Colbert, Claudette
Colman, Ronald
Davis, Bette
De Havilland, Olivia
Dietrich, Marlene
Douglas, Melvyn
Dunne, Irene
Eddy, Nelson
Fontaine, Joan
Garbo, Greta
Garson, Greer
Grant, Cary
Hepburn, Katharine
Hussey, Ruth
Laughton, Charles
Loy, Myrna
MacDonald, Jeanette
March, Fredric
Marshall, Herbert
Montgomery, Robert
Muni, Paul
Olivier, Laurence
Pidgeon, Walter
Powell, William
Rathbone, Basil
Russell, Rosalind
Sanders, George
Shearer, Norma
Sullavan, Margaret
Welles, Orson

The following stars are more popular with the lower income groups than with the upper:

Abbott & Costello
Ameche, Don
Astaire, Fred
Ball, Lucille
Beery, Wallace
Bennett, Joan
Blondell, Joan
Bogart, Humphrey
Cagney, James
Cooper, Jackie
Crosby, Bing
Faye, Alice
Flynn, Errol
Garfield, John
Garland, Judy
Grable, Betty
Hayworth, Rita
Hope, Bob
Kyser, Kay
Lane, Priscilla
Lynn, Jeffrey
Murphy, George
Oakie, Jack
Payne, John
Powell, Dick
Power, Tyrone
Raft, George
Rogers, Ginger
Rooney, Mickey
Sheridan, Ann
Shirley, Anne
Sothern, Ann
Taylor, Robert
Withers, Jane

The following stars are markedly stronger with ticket-buyers under 18 years of age than with older ticket-buyers:

Abbott & Costello
Benny, Jack
Cagney, James
Cooper, Jackie
Darnell, Linda
Day, Laraine
Durbin, Deanna
Flynn, Errol
Garland, Judy
Grable, Betty
Hayworth, Rita
Henie, Sonja
Hope, Bob
Kyser, Kay
Lamour, Dorothy
Morgan, Dennis
Oakie, Jack
Payne, John
Reagan, Ronald
Rooney, Mickey
Shirley, Anne
Withers, Jane

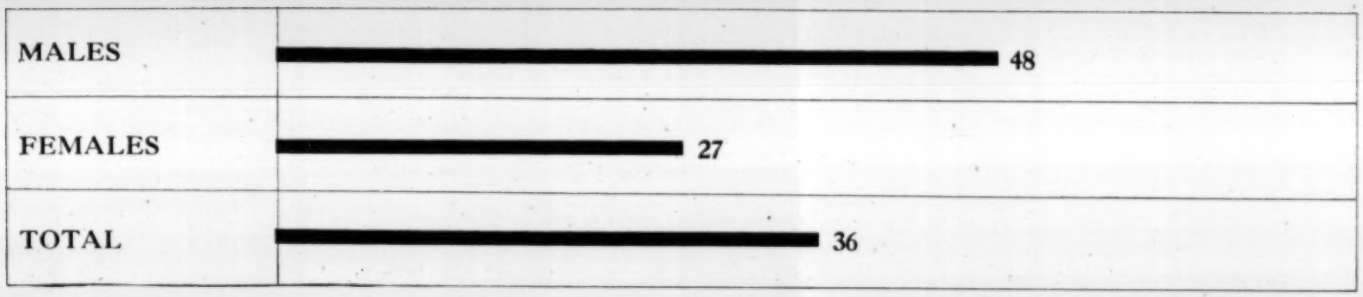
The following stars are markedly stronger with ticket-buyers over 30 years of age than with younger ticket-buyers:

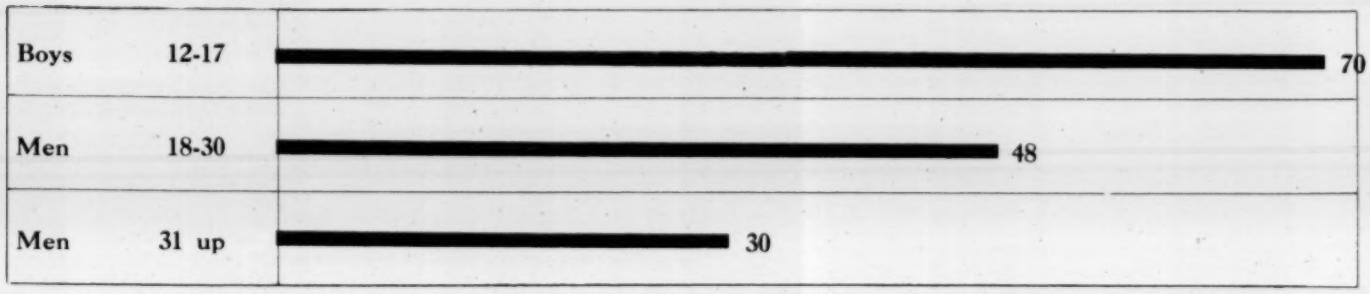
Beery, Wallace
Boyer, Charles
Colbert, Claudette
Colman, Ronald
Crawford, Joan
Dietrich, Marlene
Dunne, Irene
Eddy, Nelson
Francis, Kay
Garson, Greer
Hepburn, Katharine
Laughton, Charles
Loy, Myrna
MacDonald, Jeanette
March, Fredric
Marshall, Herbert
Montgomery, Robert
Muni, Paul
Pidgeon, Walter
Powell, William
Robinson, Edward G.
Shearer, Norma
Stanwyck, Barbara
Temple, Shirley

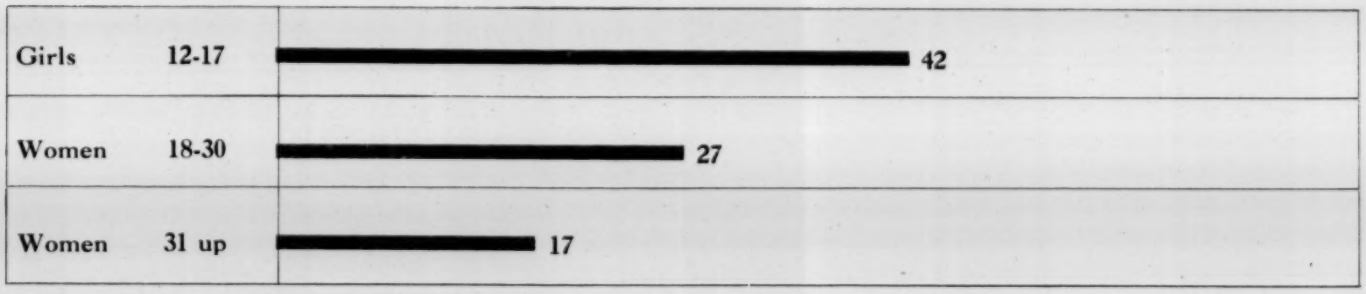
ABBOTT & COSTELLO

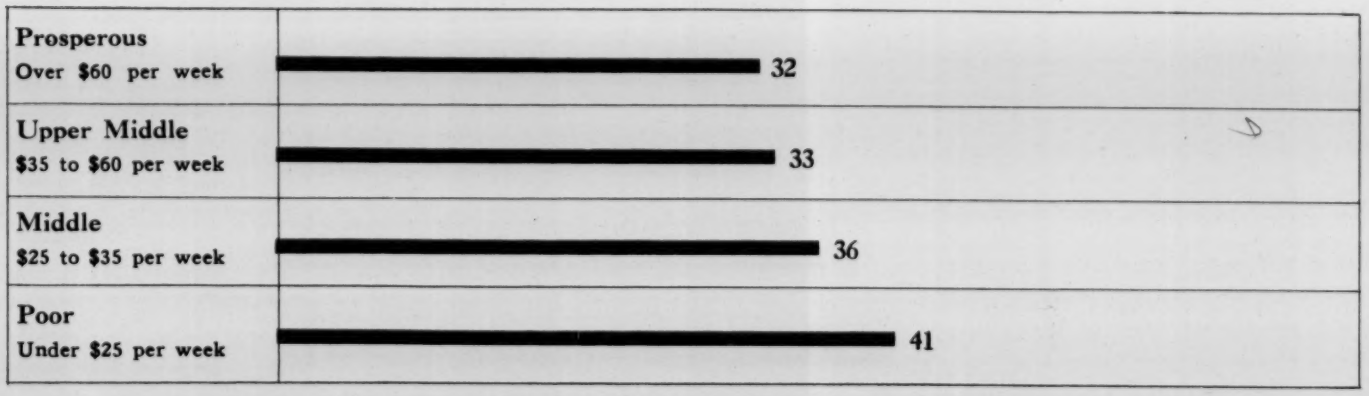
October 1941 — January 1942

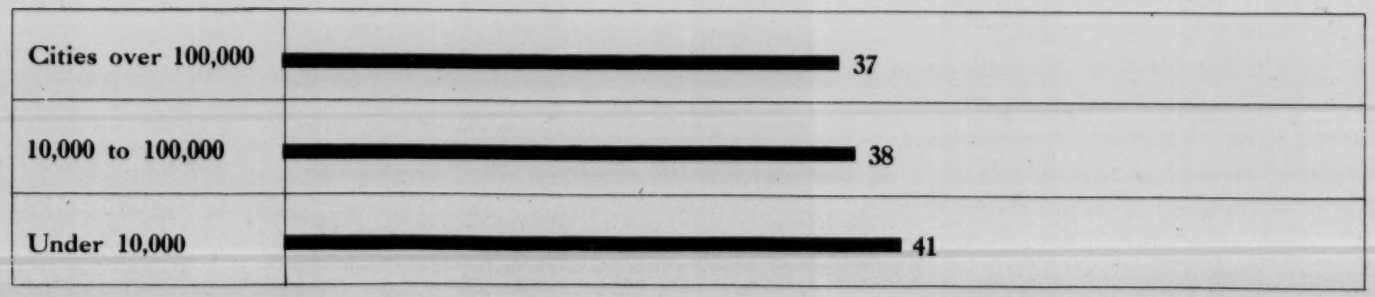
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.











AHERNE, Brian

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	4
FEMALES	7
TOTAL	6

Boys 12-17	2
Men 18-30	4
Men 31 up	5

Girls 12-17	3
Women 18-30	8
Women 31 up	9

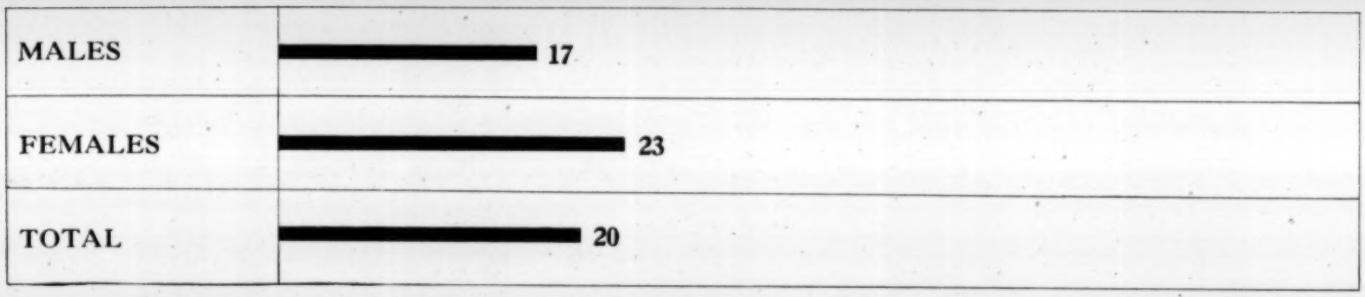
Prosperous Over $60 per week	8
Upper Middle $35 to $60 per week	7
Middle $25 to $35 per week	5
Poor Under $25 per week	4

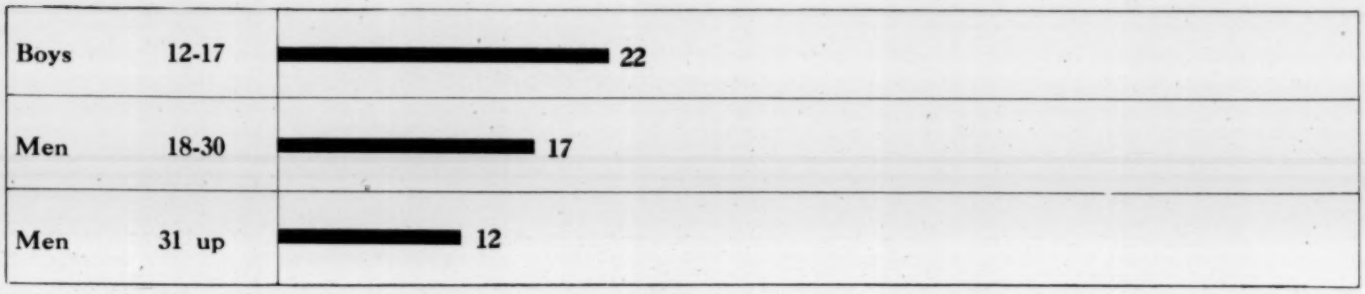
Cities over 100,000	8
10,000 to 100,000	6
Under 10,000	3

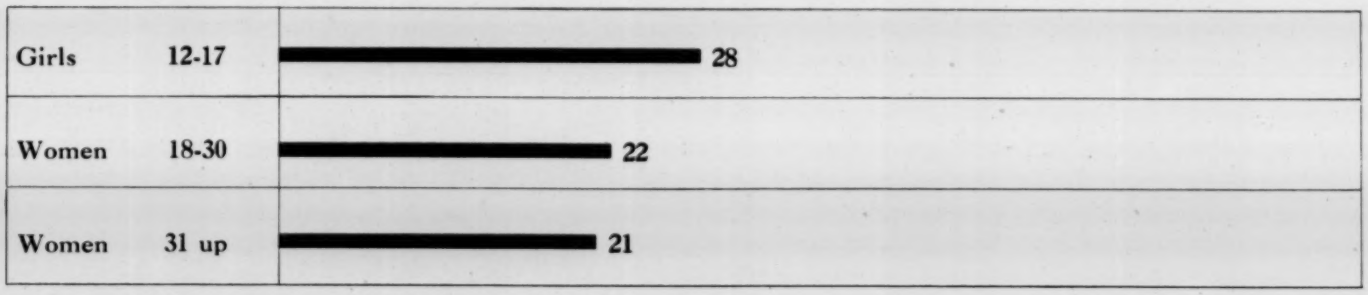
AMECHE, Don

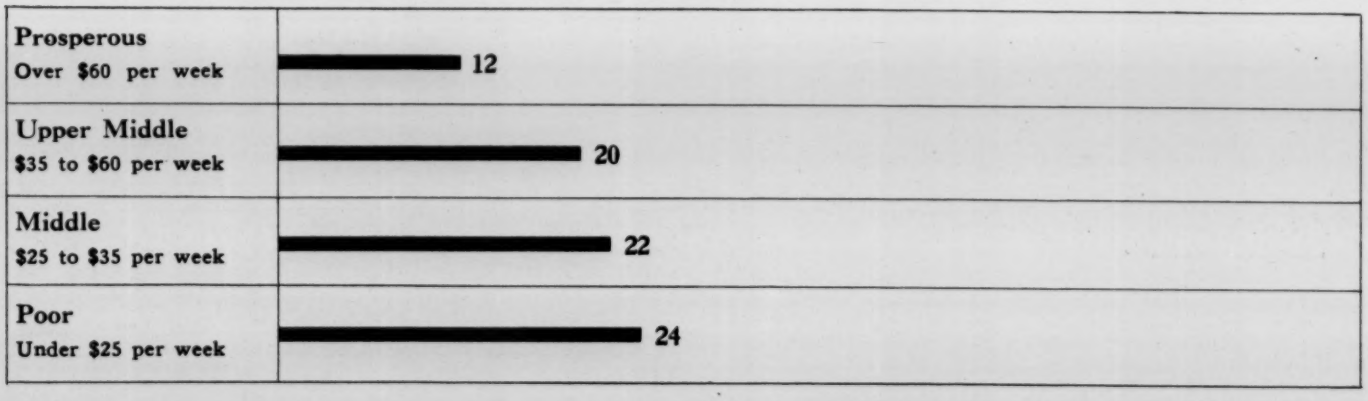
October 1941 — January 1942

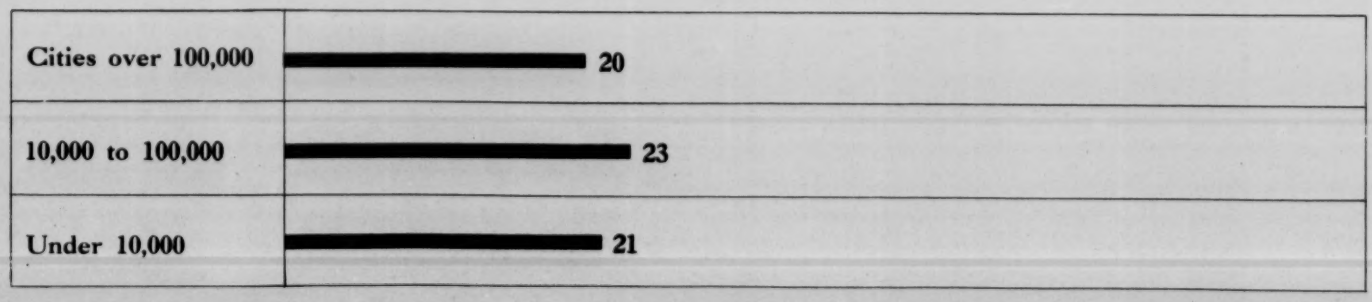
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.







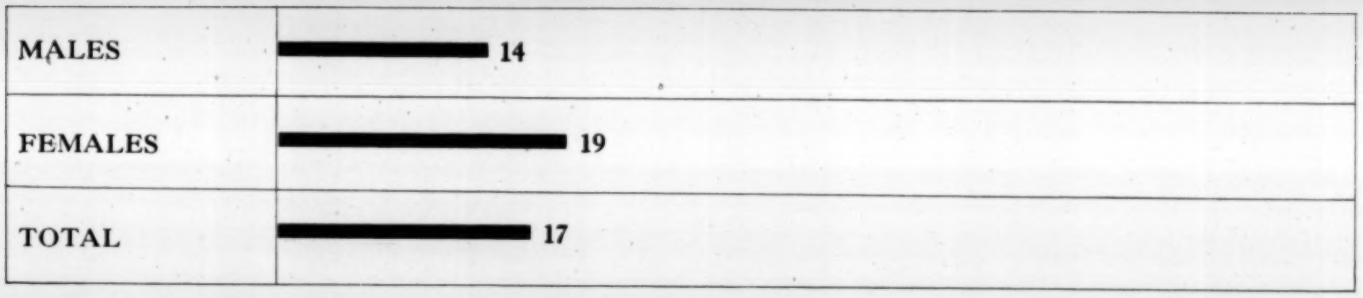


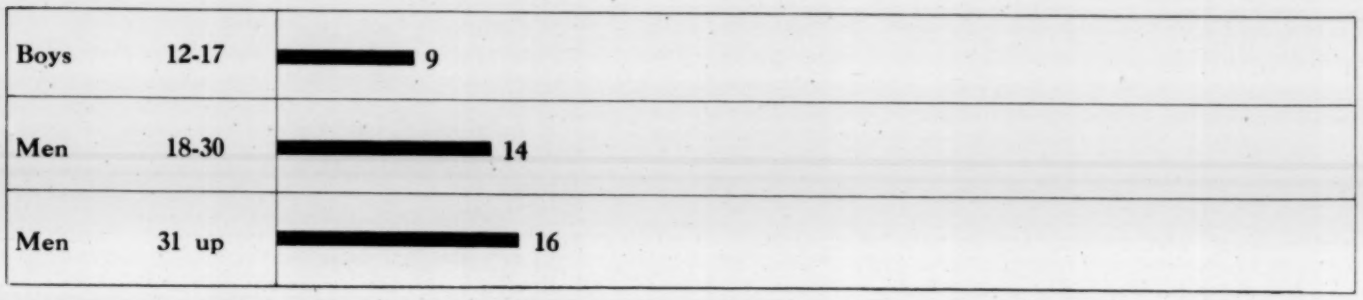


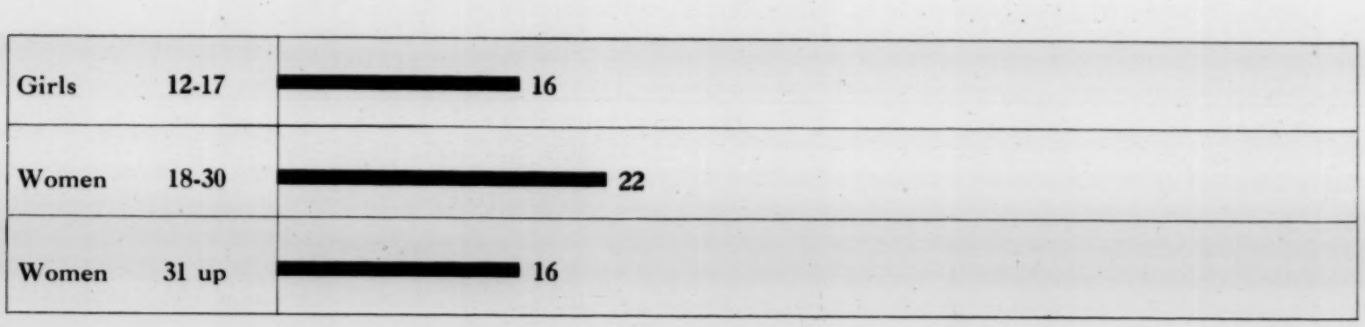
ARTHUR, Jean

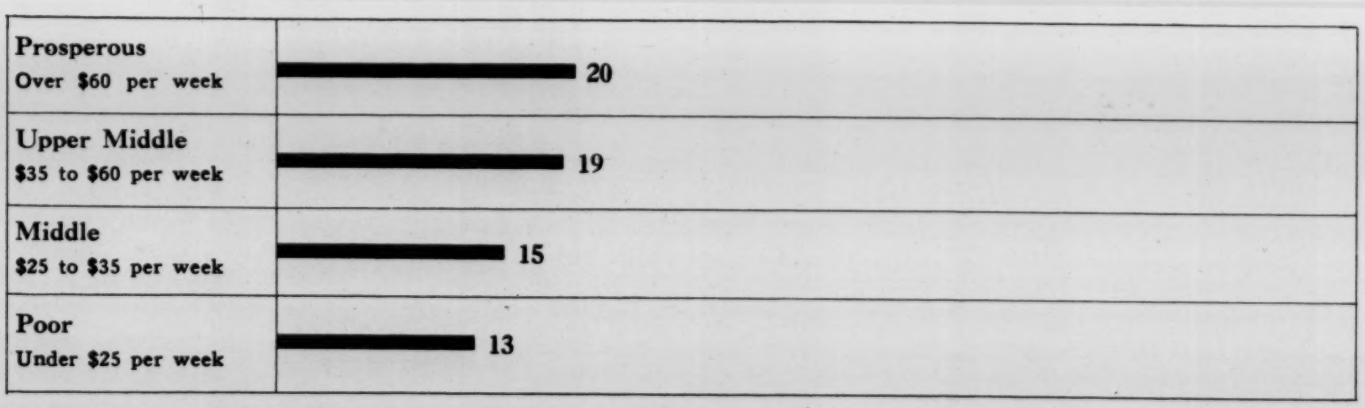
October 1941 — January 1942

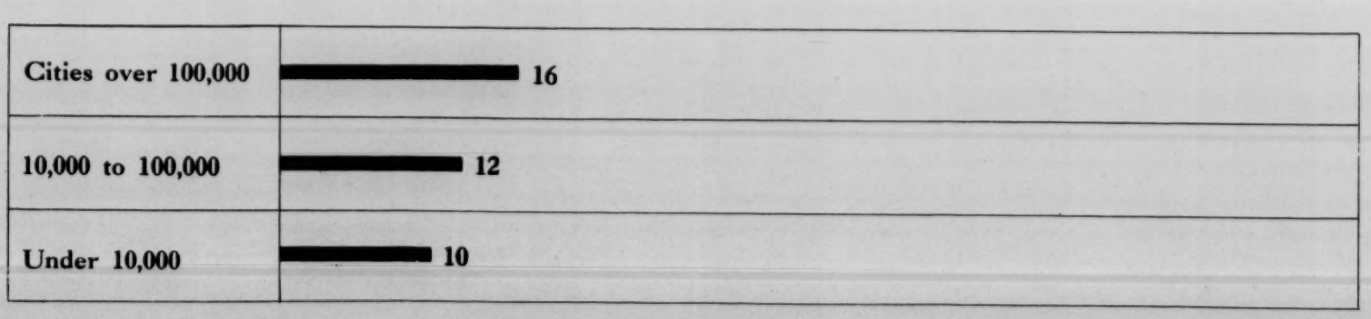
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.











ASTAIRE, Fred

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	16
FEMALES	16
TOTAL	16

Boys 12-17	14
Men 18-30	18
Men 31 up	15

Girls 12-17	21
Women 18-30	14
Women 31 up	19

Prosperous Over $60 per week	15
Upper Middle $35 to $60 per week	16
Middle $25 to $35 per week	16
Poor Under $25 per week	18

Cities over 100,000	17
10,000 to 100,000	15
Under 10,000	18

BALL, Lucille

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	4
FEMALES	4
TOTAL	4

Boys	12-17	6
Men	18-30	4
Men	31 up	1

Girls	12-17	5
Women	18-30	3
Women	31 up	3

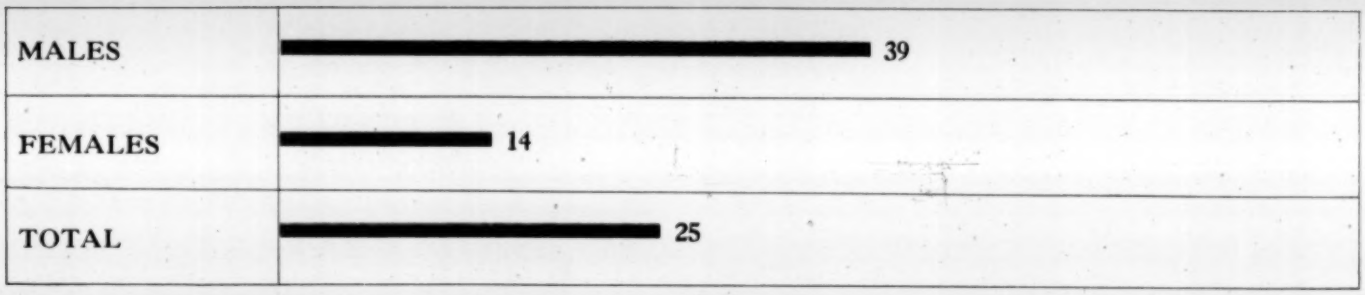
Prosperous Over $60 per week	3
Upper Middle $35 to $60 per week	3
Middle $25 to $35 per week	4
Poor Under $25 per week	6

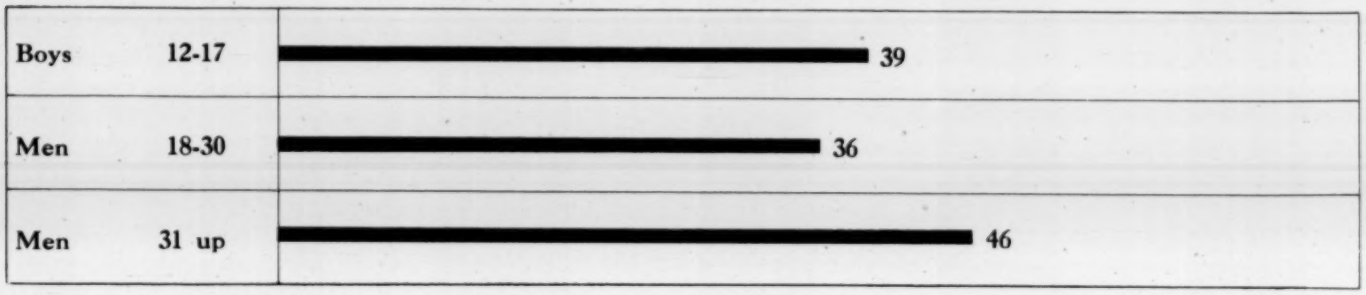
Cities over 100,000	4
10,000 to 100,000	3
Under 10,000	3

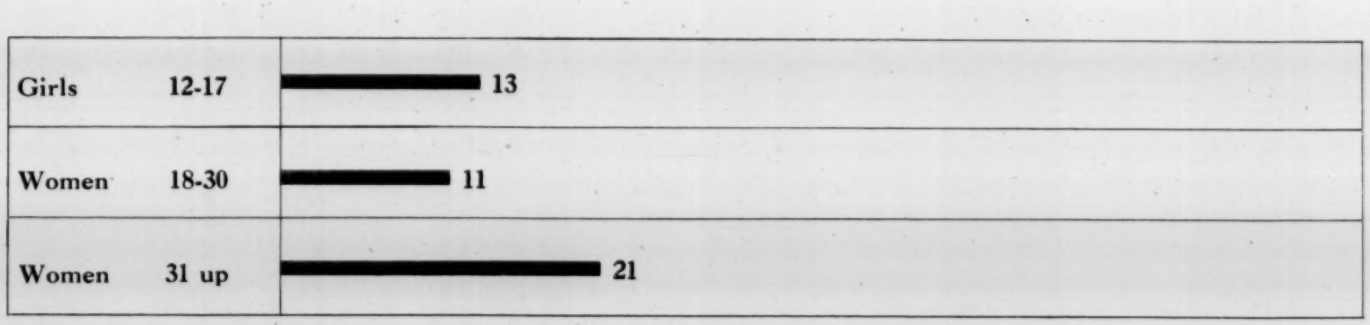
BEERY, Wallace

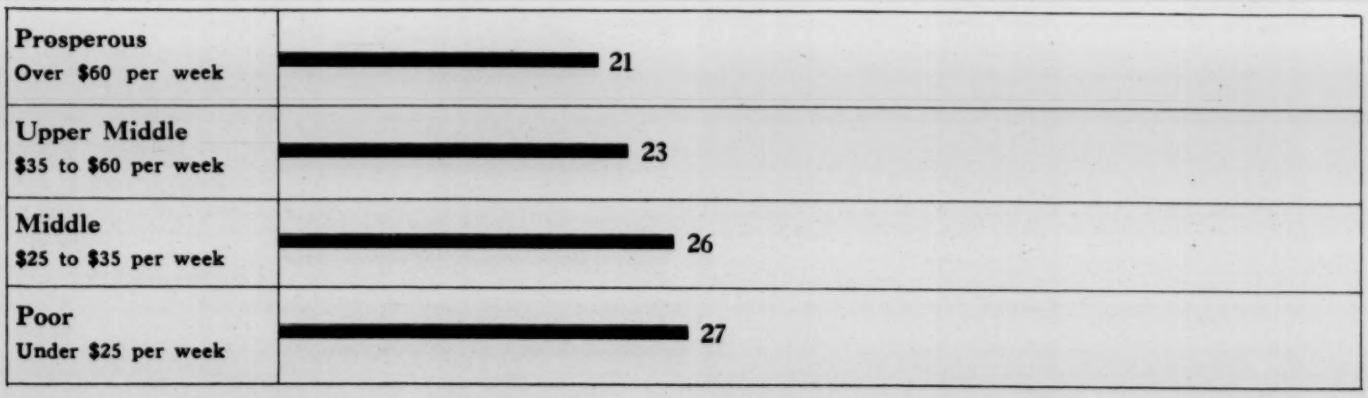
October 1941 — January 1942

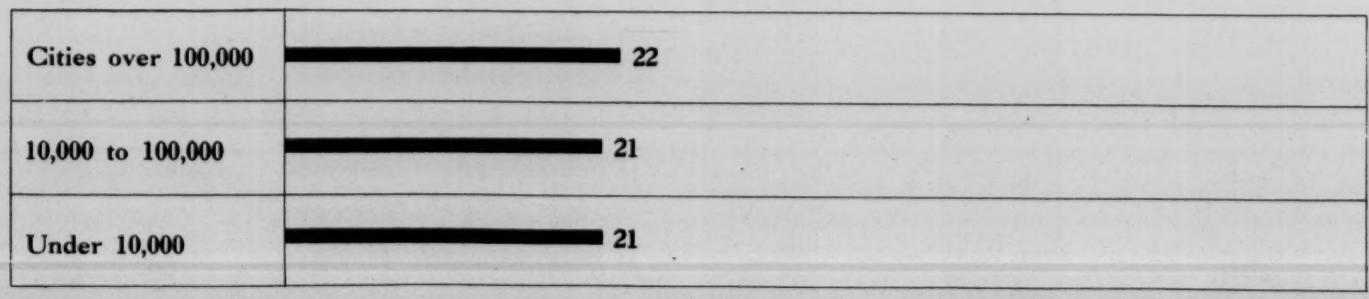
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.











BENNETT, Joan

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	12
FEMALES	16
TOTAL	15

Boys	12-17	12
Men	18-30	12
Men	31 up	14

Girls	12-17	21
Women	18-30	16
Women	31 up	13

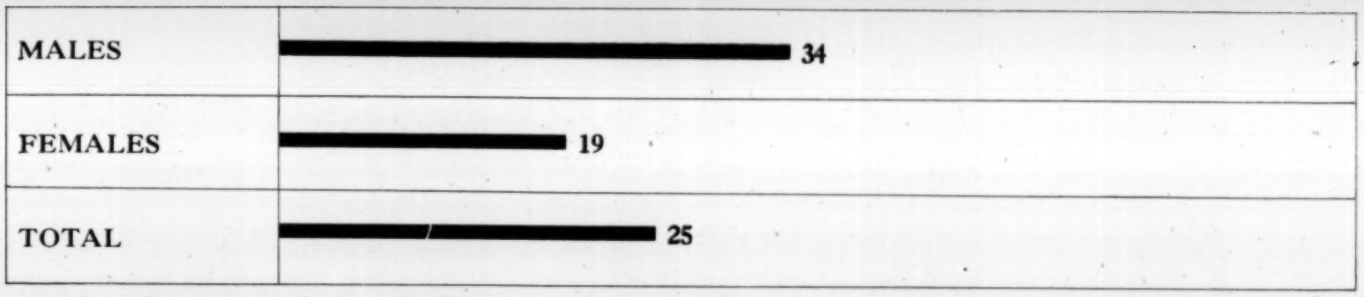
Prosperous Over $60 per week	13
Upper Middle $35 to $60 per week	13
Middle $25 to $35 per week	15
Poor Under $25 per week	20

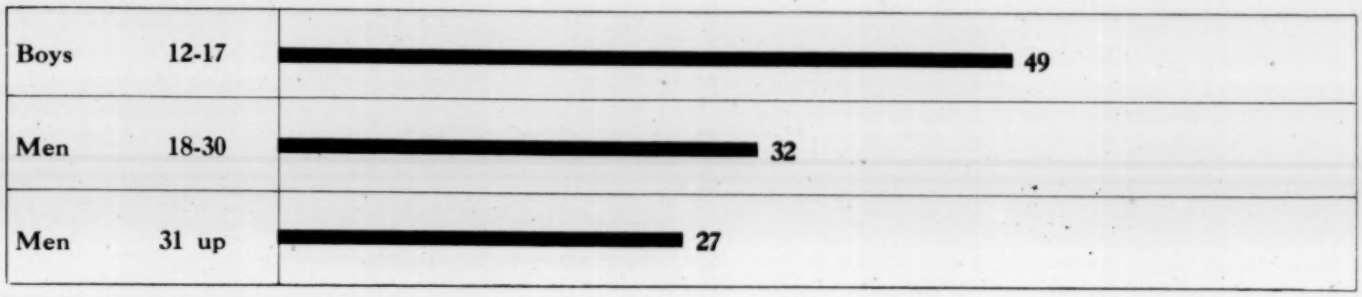
Cities over 100,000	18
10,000 to 100,000	16
Under 10,000	8

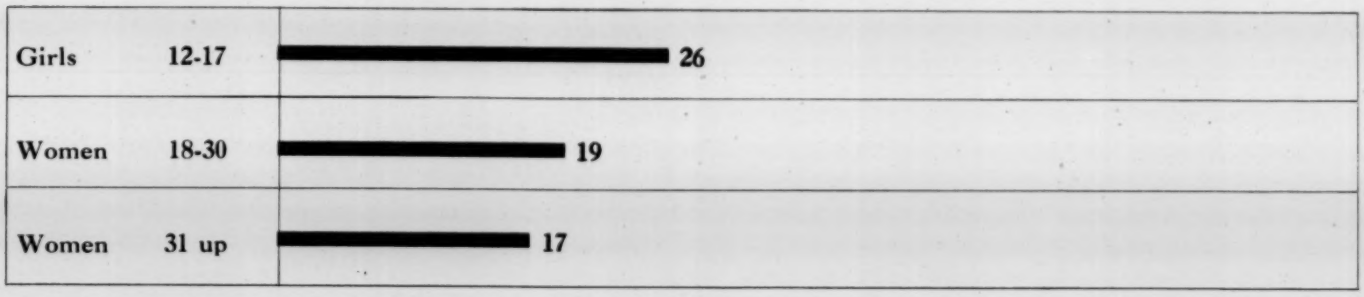
BENNY, Jack

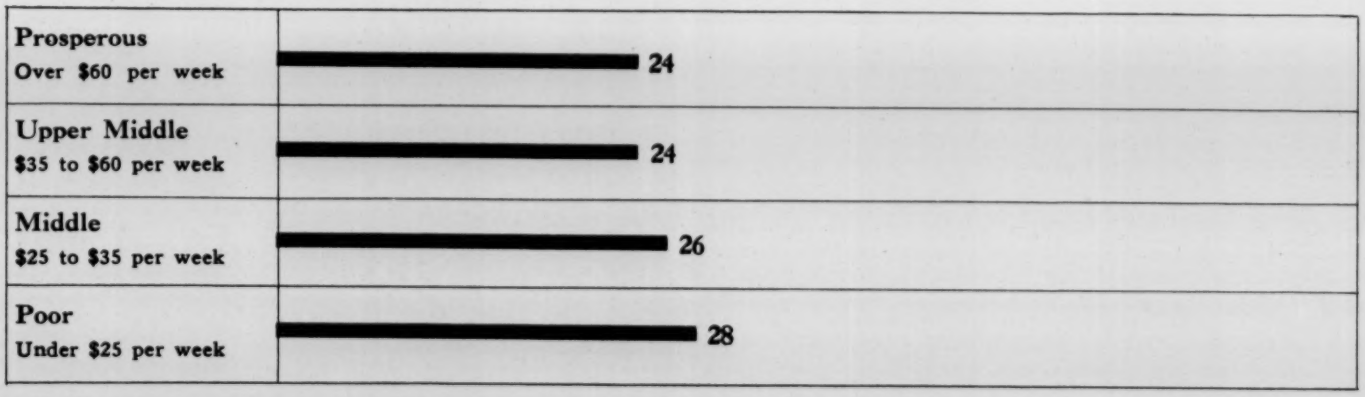
October 1941 — January 1942

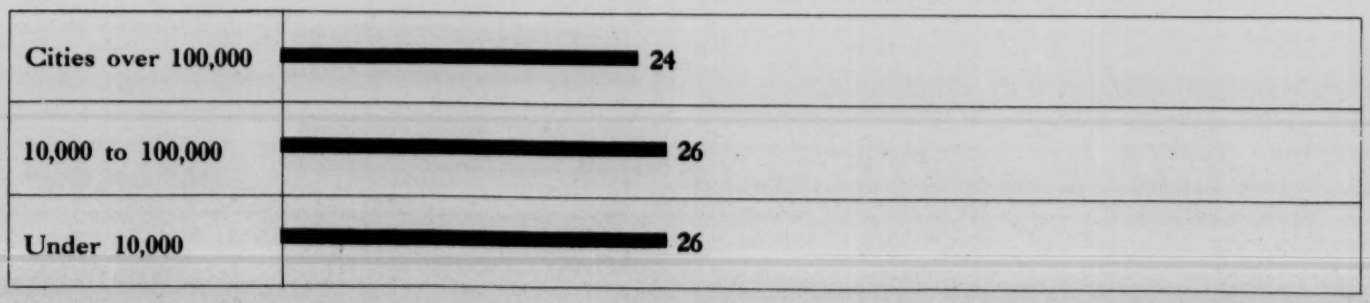
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.











BERGMAN, Ingrid

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	8
FEMALES	16
TOTAL	13

Boys 12-17	4
Men 18-30	9
Men 31 up	7

Girls 12-17	11
Women 18-30	18
Women 31 up	15

Prosperous Over $60 per week	19
Upper Middle $35 to $60 per week	16
Middle $25 to $35 per week	11
Poor Under $25 per week	6

Cities over 100,000	15
10,000 to 100,000	10
Under 10,000	9

BLONDELL, Joan

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	10
FEMALES	10
TOTAL	10

Boys 12-17	9
Men 18-30	11
Men 31 up	13

Girls 12-17	9
Women 18-30	10
Women 31 up	12

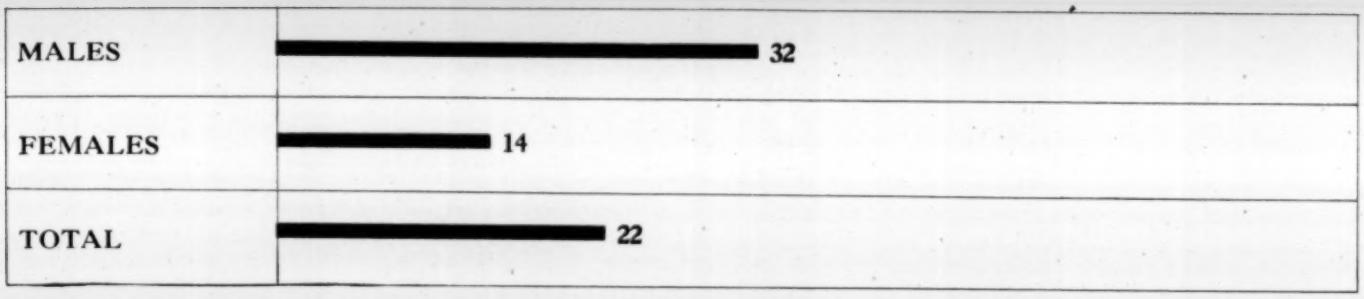
Prosperous Over $60 per week	5
Upper Middle $35 to $60 per week	9
Middle $25 to $35 per week	12
Poor Under $25 per week	12

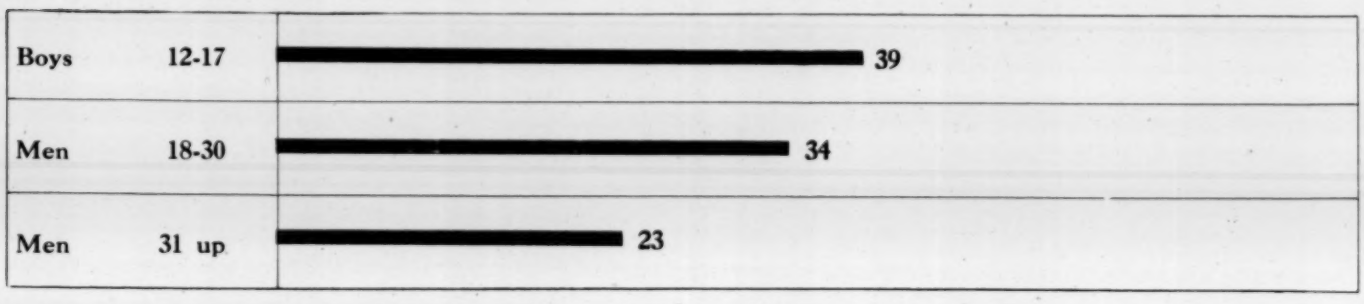
Cities over 100,000	8
10,000 to 100,000	9
Under 10,000	13

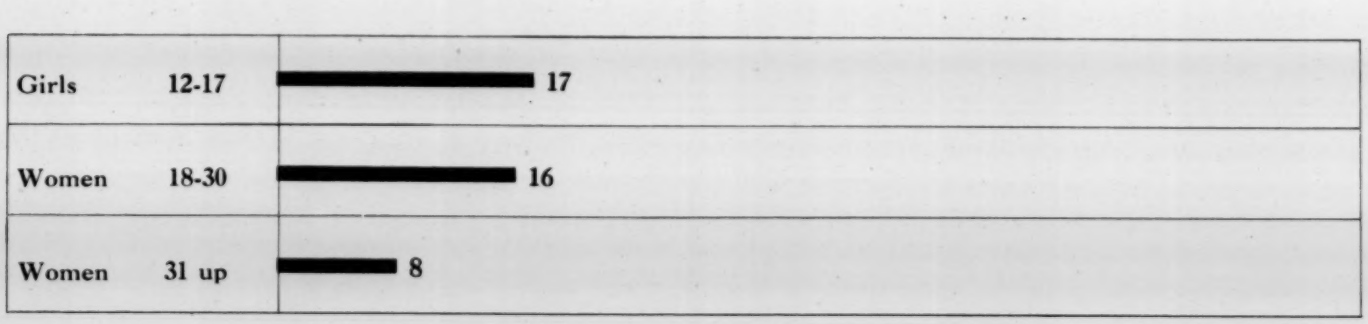
BOGART, Humphrey

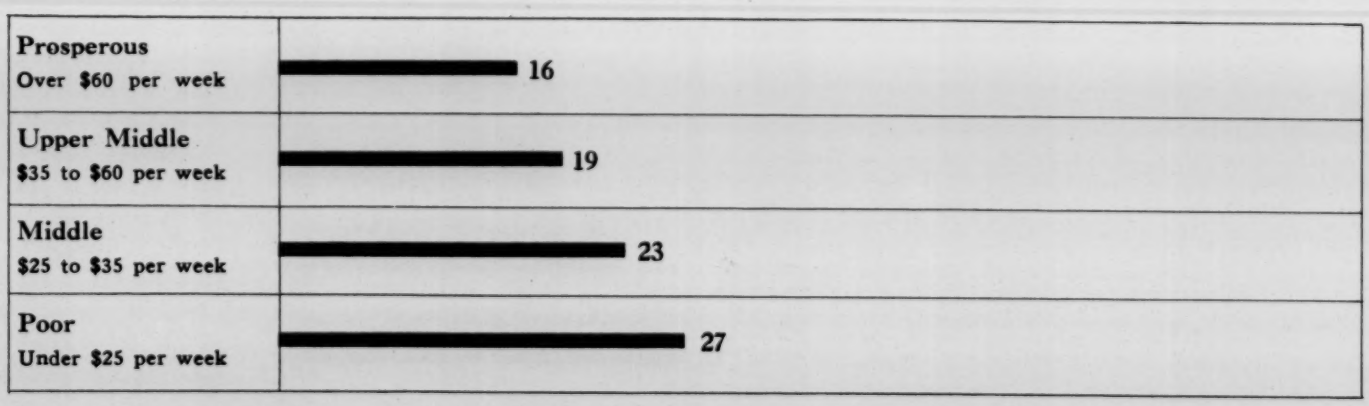
October 1941 — January 1942

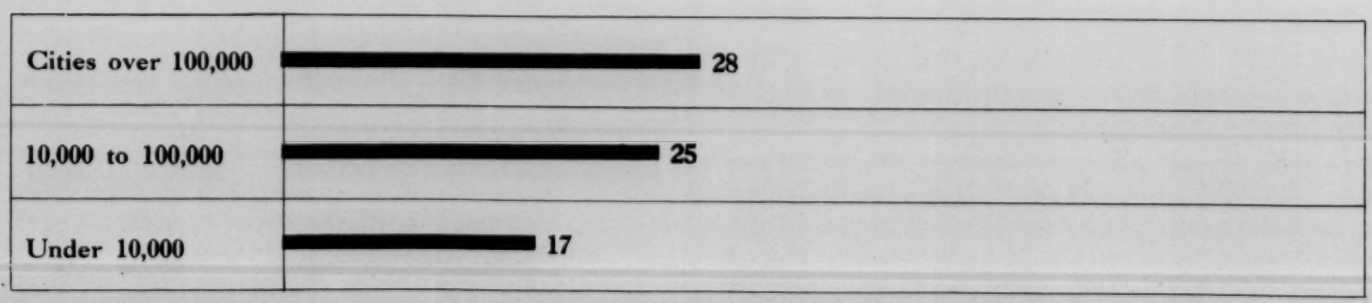
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.







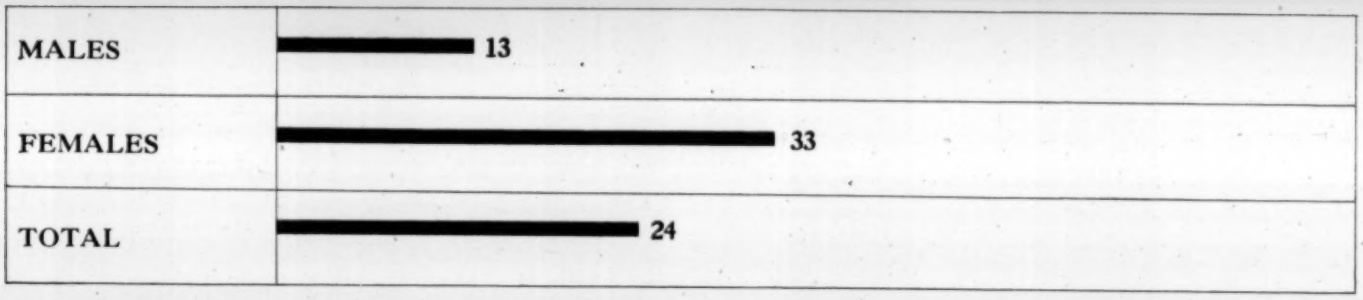


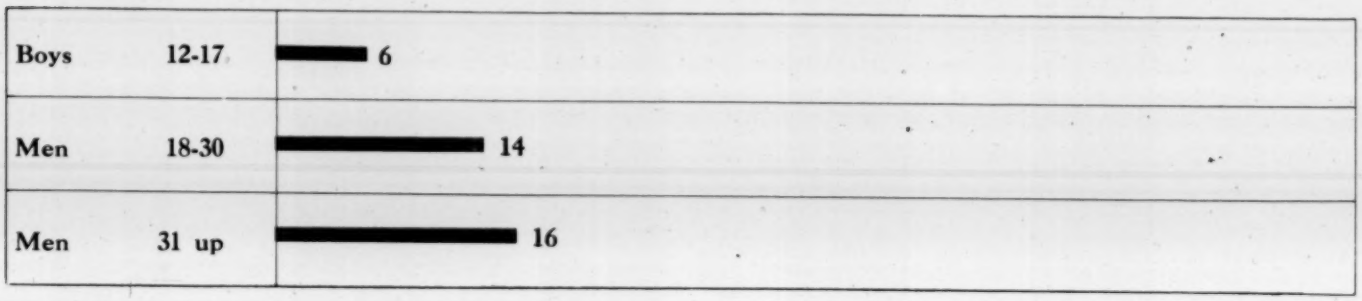


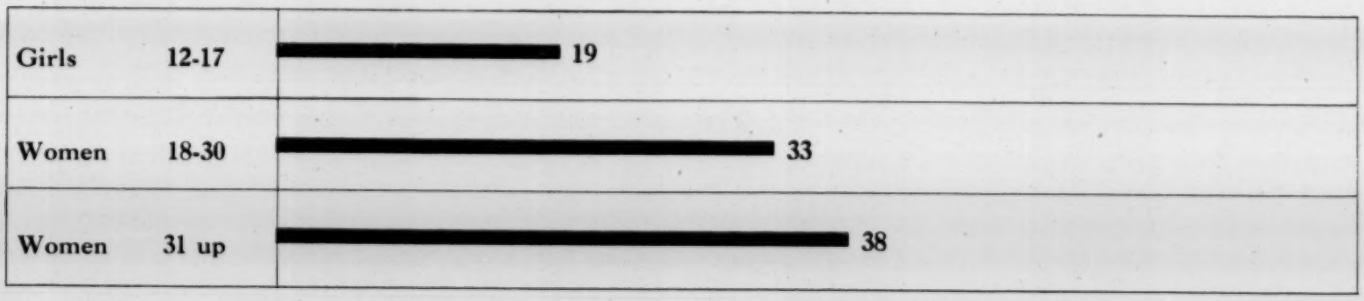
BOYER, Charles

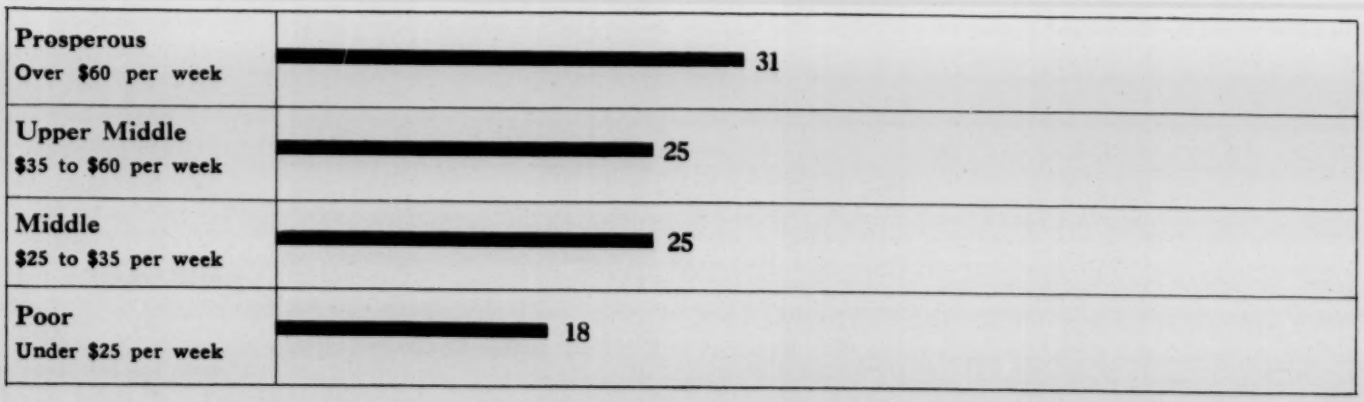
October 1941 — January 1942

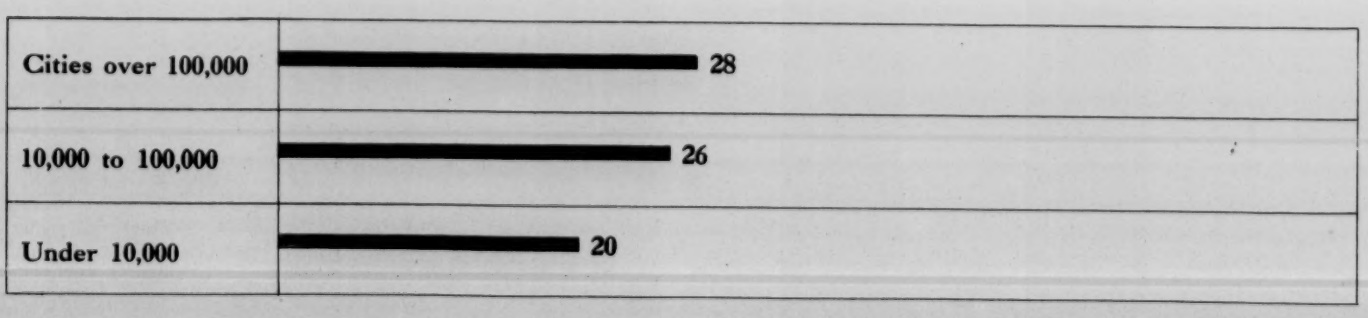
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.











BRENT, George

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	13
FEMALES	16
TOTAL	14

Boys 12-17	9
Men 18-30	15
Men 31 up	11

Girls 12-17	11
Women 18-30	17
Women 31 up	17

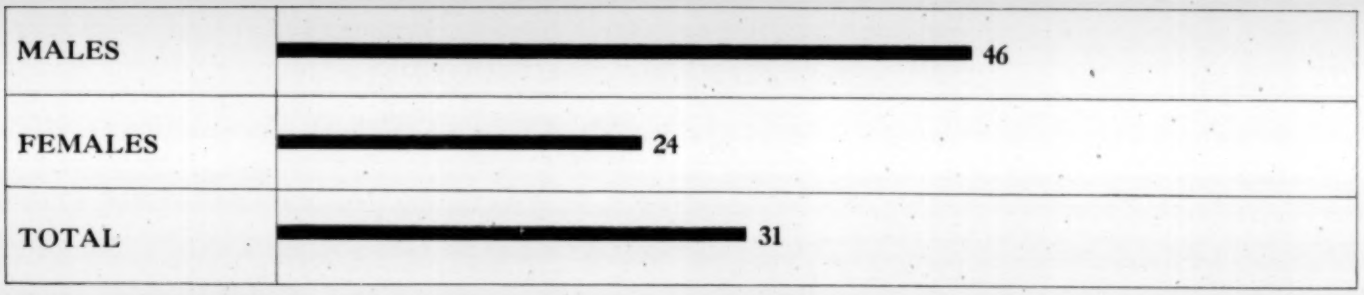
Prosperous Over $60 per week	14
Upper Middle $35 to $60 per week	14
Middle $25 to $35 per week	15
Poor Under $25 per week	15

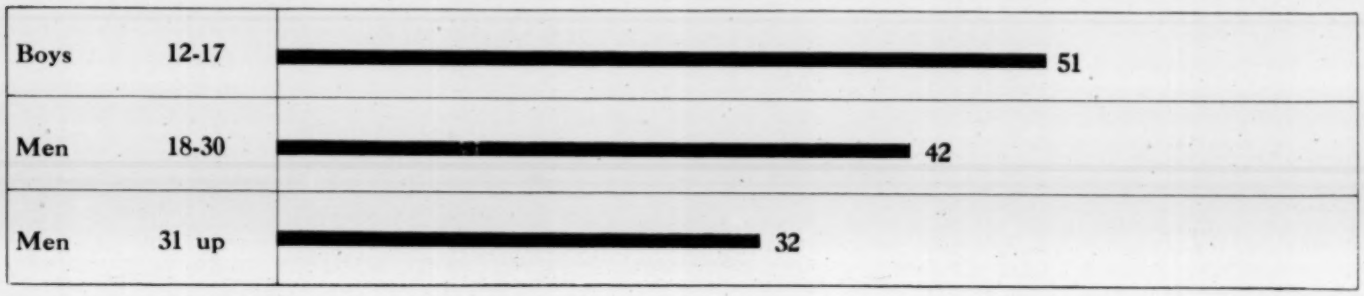
Cities over 100,000	16
10,000 to 100,000	15
Under 10,000	13

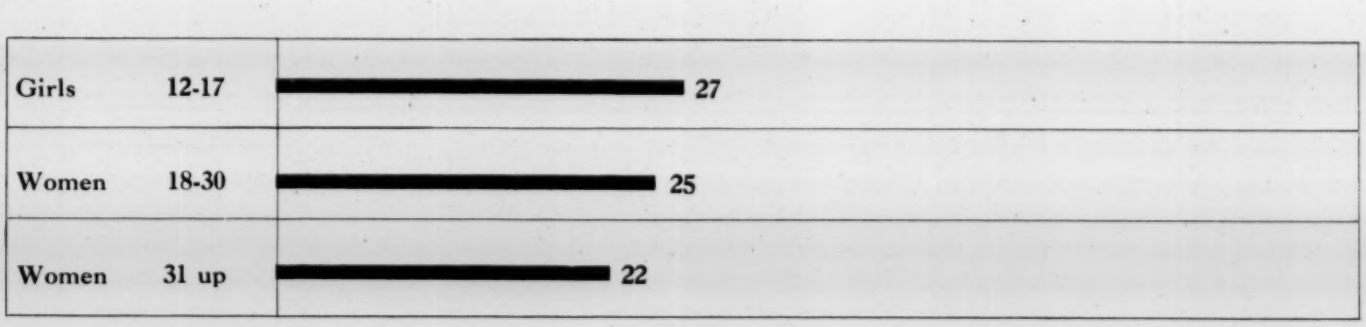
CAGNEY, James

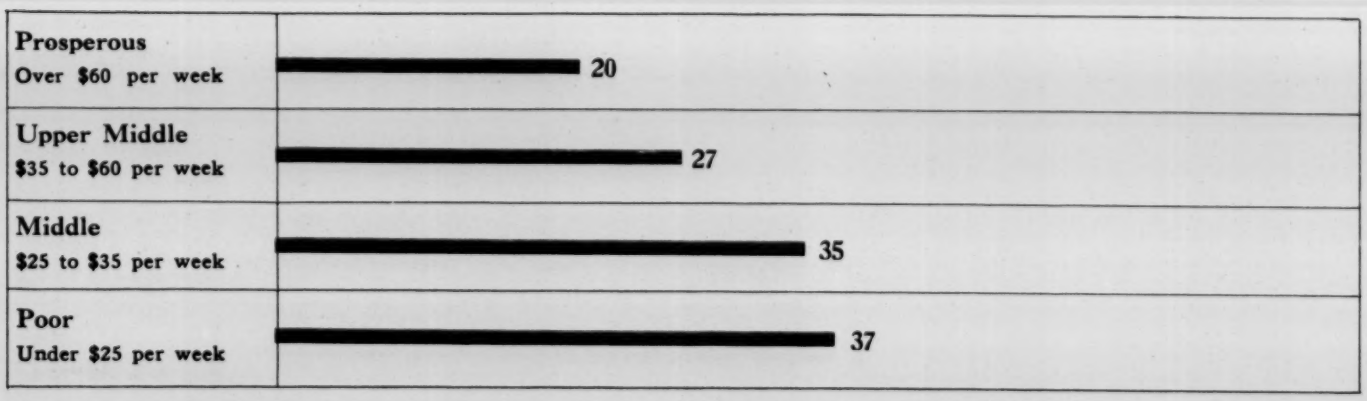
October 1941 — January 1942

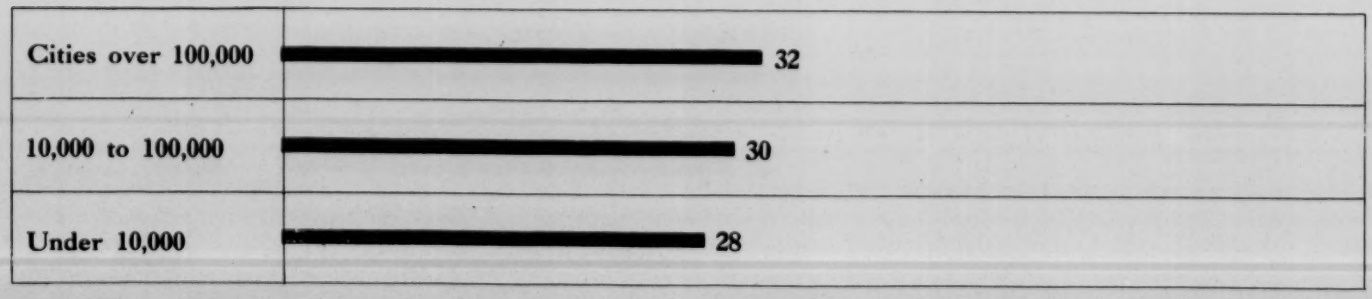
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.







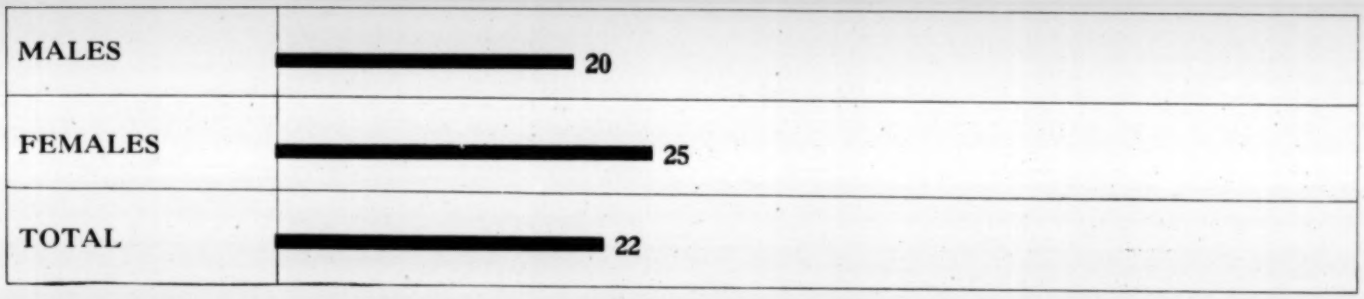


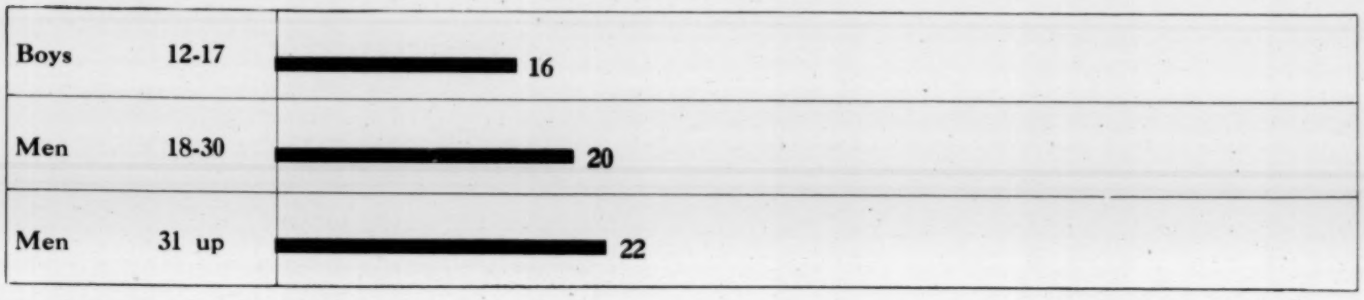


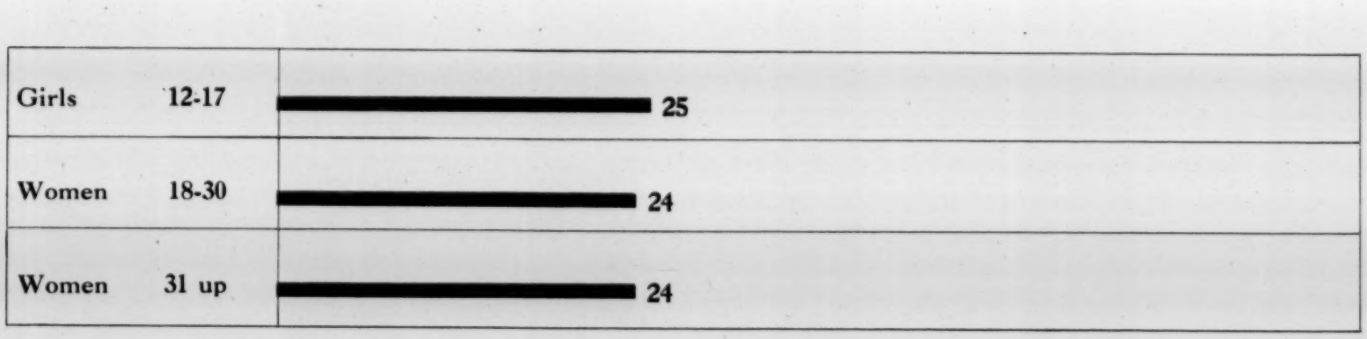
CARROLL, Madeleine

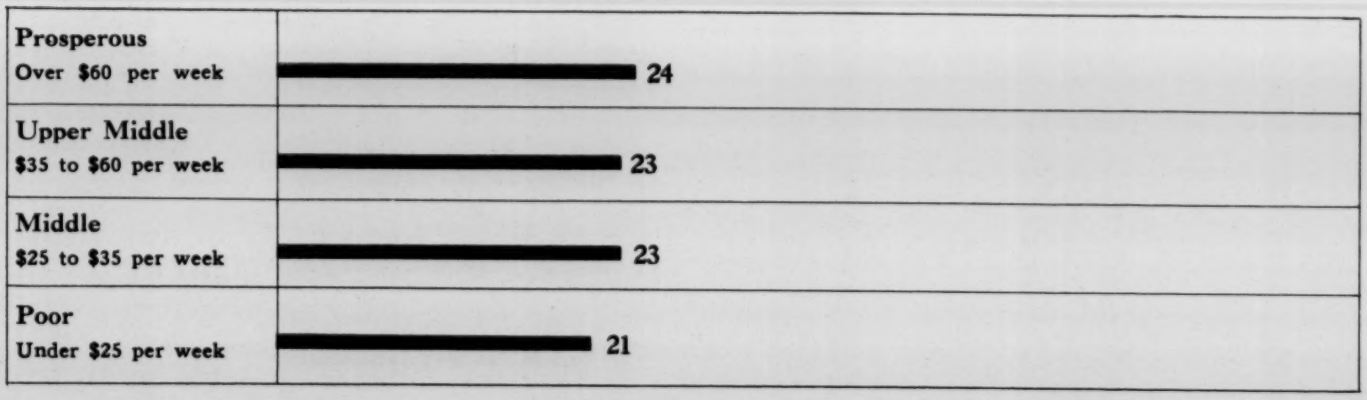
October 1941 — January 1942

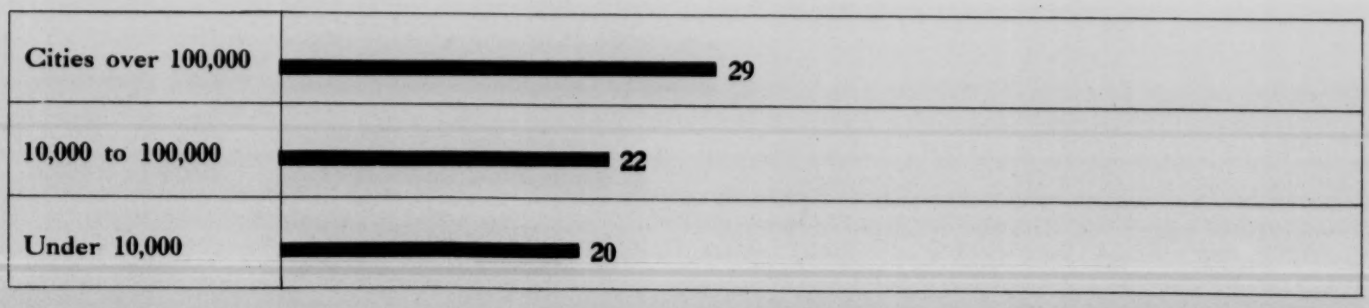
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.







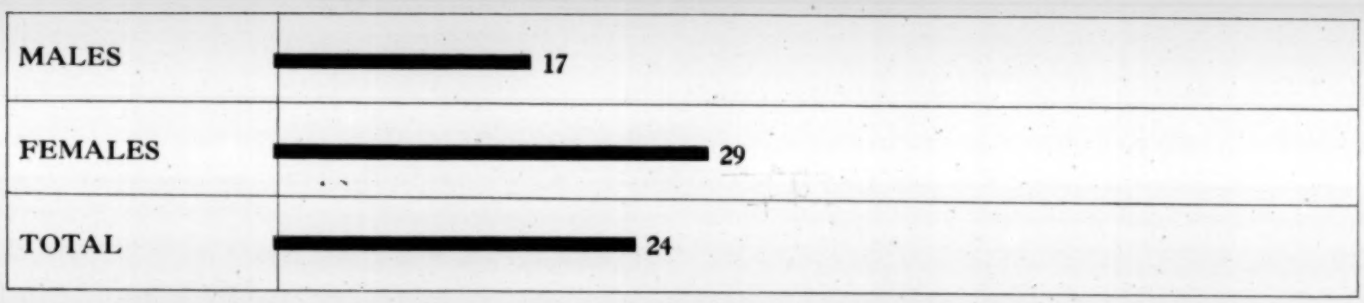


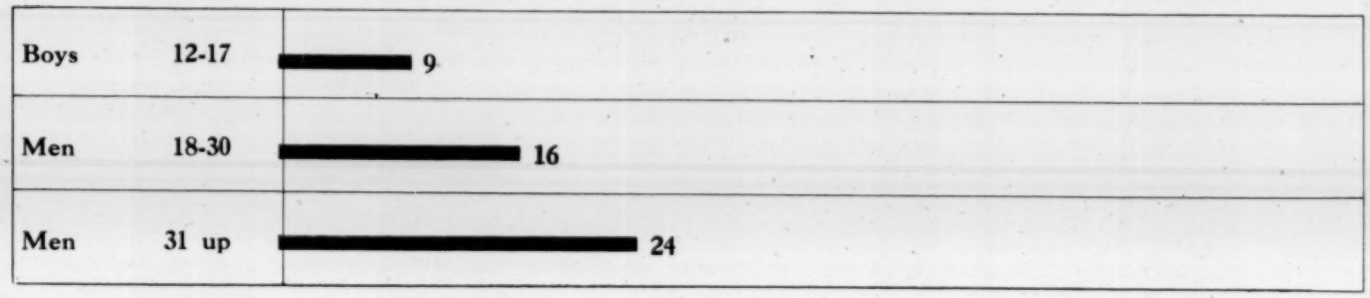


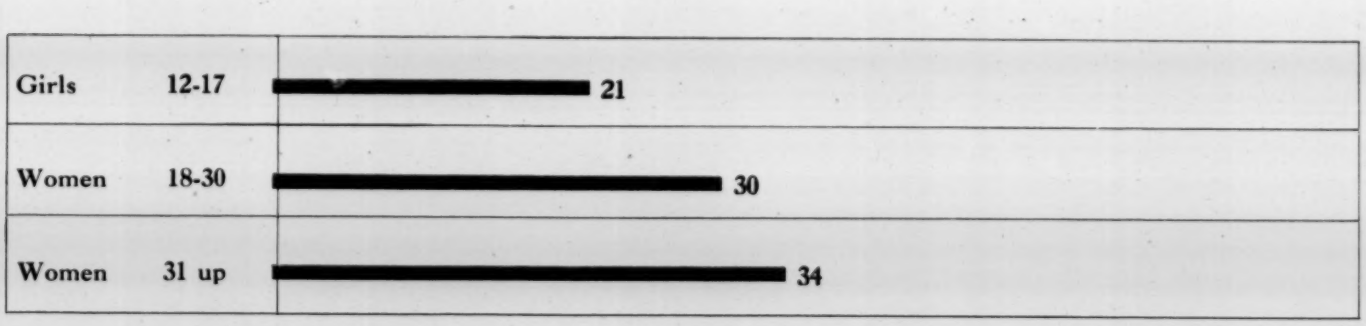
COLBERT, Claudette

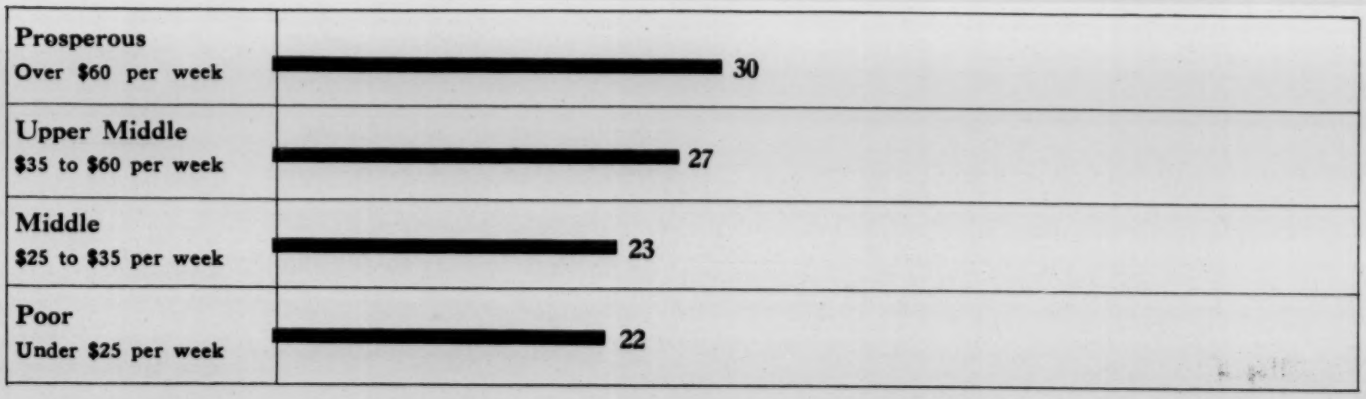
October 1941 — January 1942

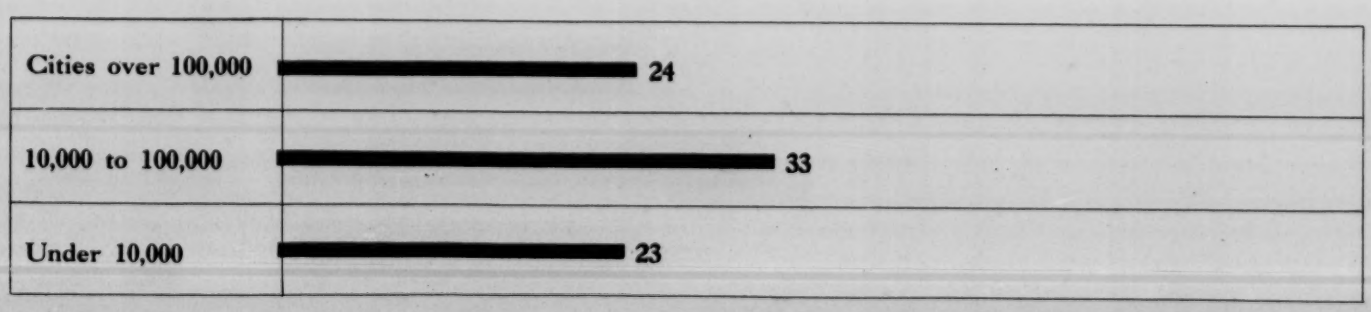
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.







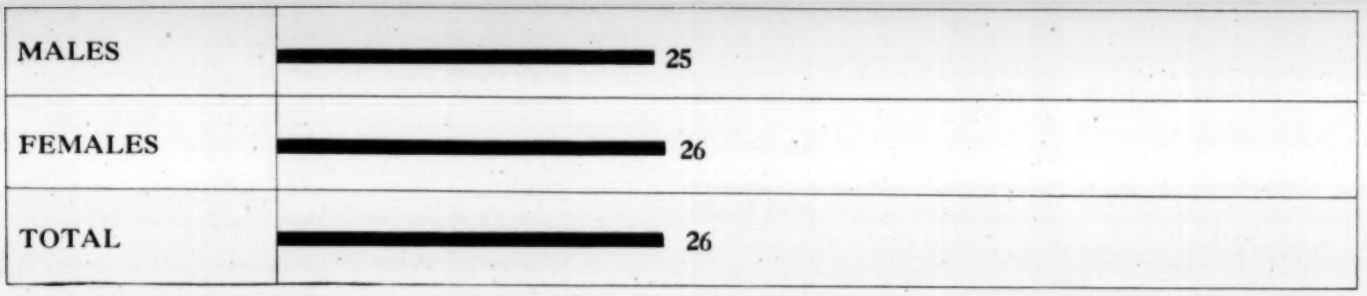


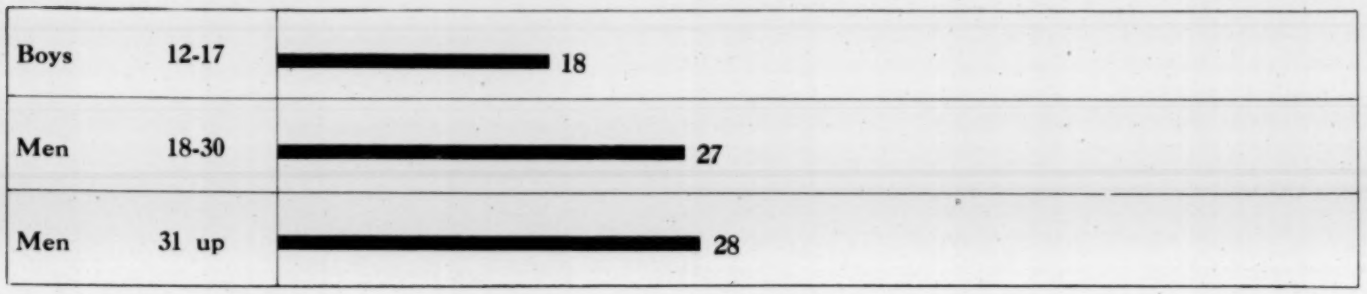


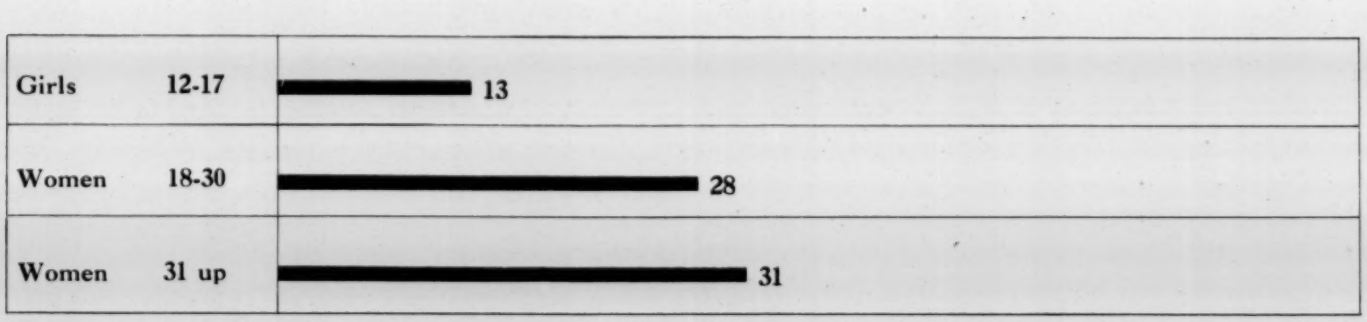
COLMAN, Ronald

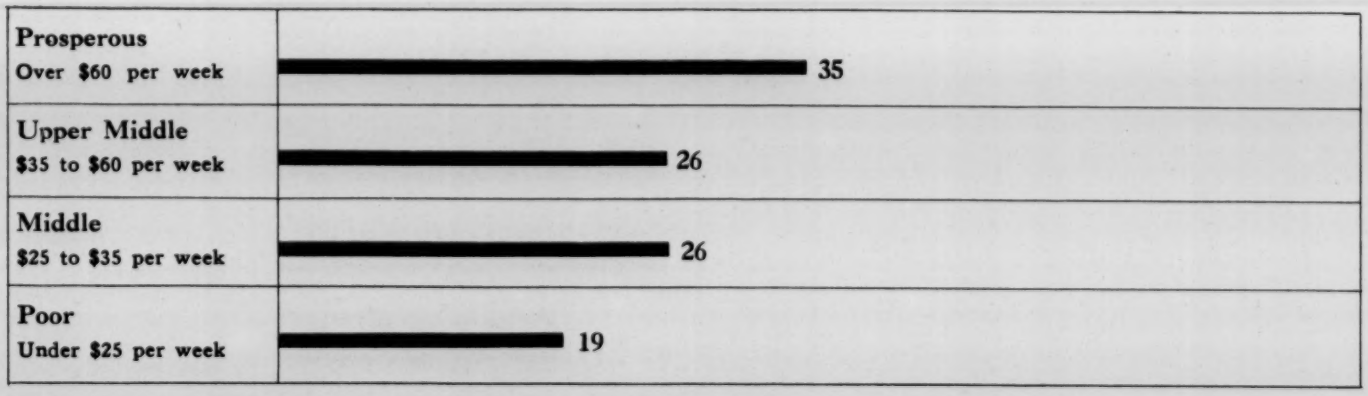
October 1941 — January 1942

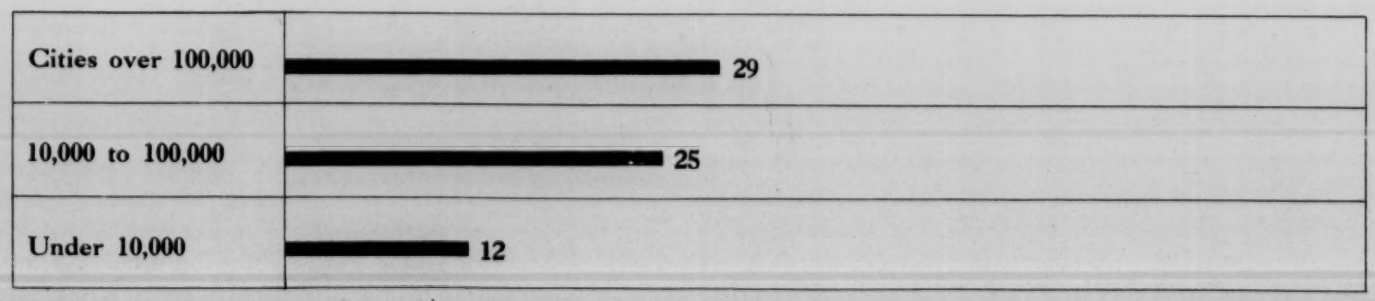
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.







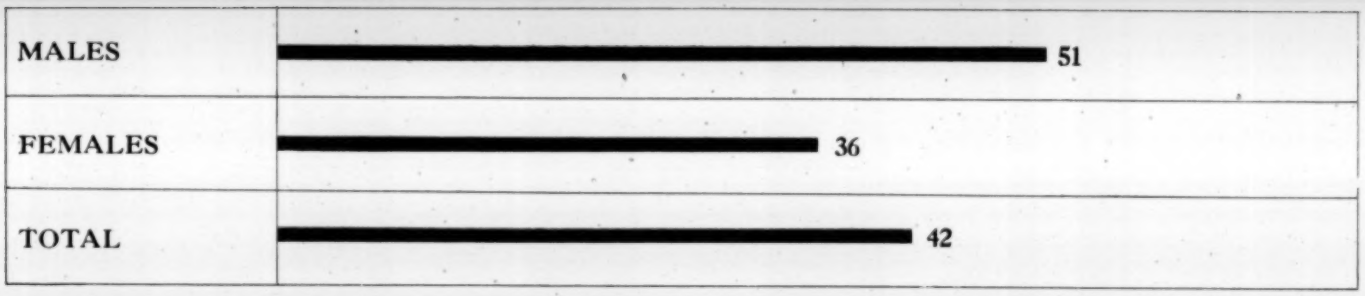


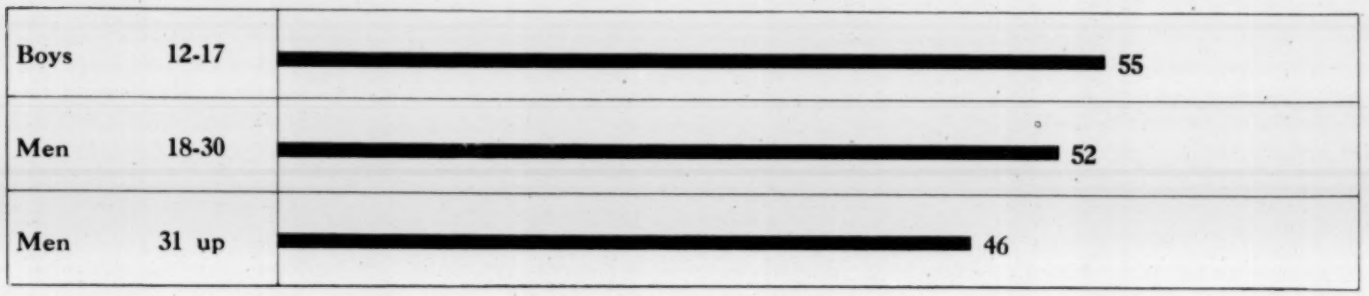


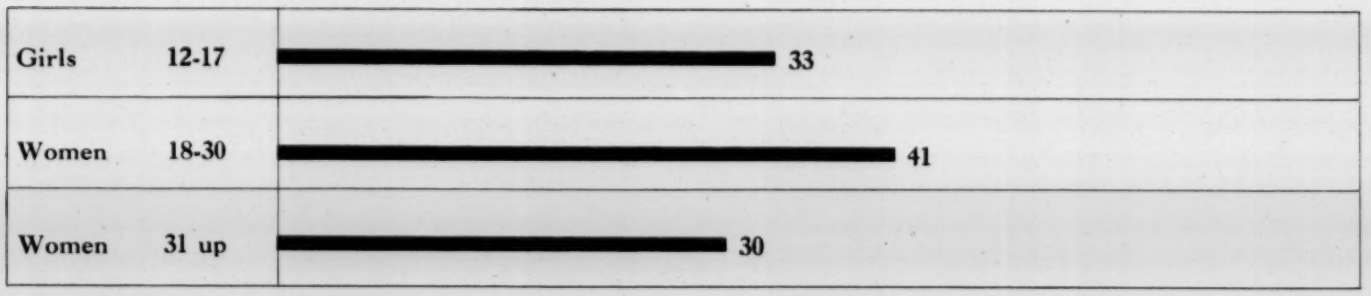
COOPER, Gary

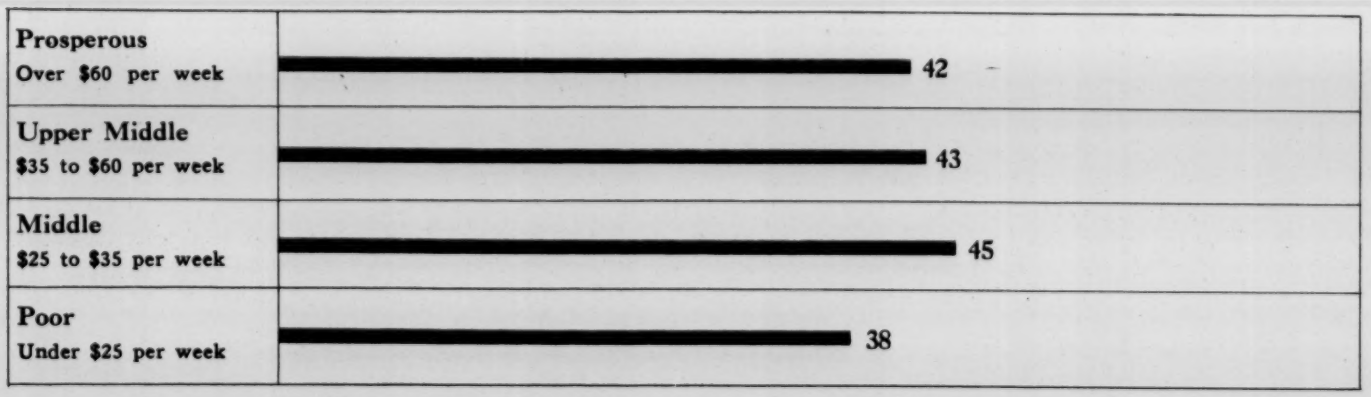
October 1941 — January 1942

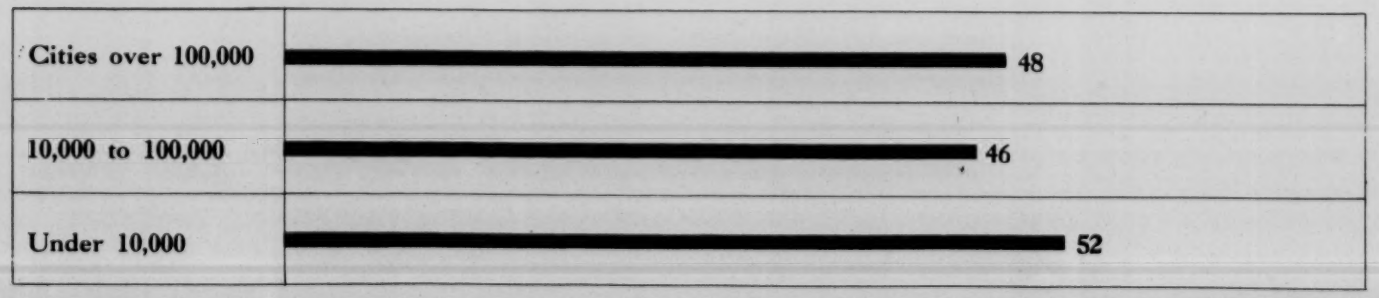
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.











COOPER, Jackie

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	12
FEMALES	8
TOTAL	10

Boys 12-17	25
Men 18-30	9
Men 31 up	7

Girls 12-17	20
Women 18-30	5
Women 31 up	4

Prosperous Over $60 per week	6
Upper Middle $35 to $60 per week	7
Middle $25 to $35 per week	9
Poor Under $25 per week	17

Cities over 100,000	11
10,000 to 100,000	10
Under 10,000	11

CRAWFORD, Joan

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	12
FEMALES	22
TOTAL	18

Boys 12-17	8
Men 18-30	12
Men 31 up	17

Girls 12-17	13
Women 18-30	24
Women 31 up	24

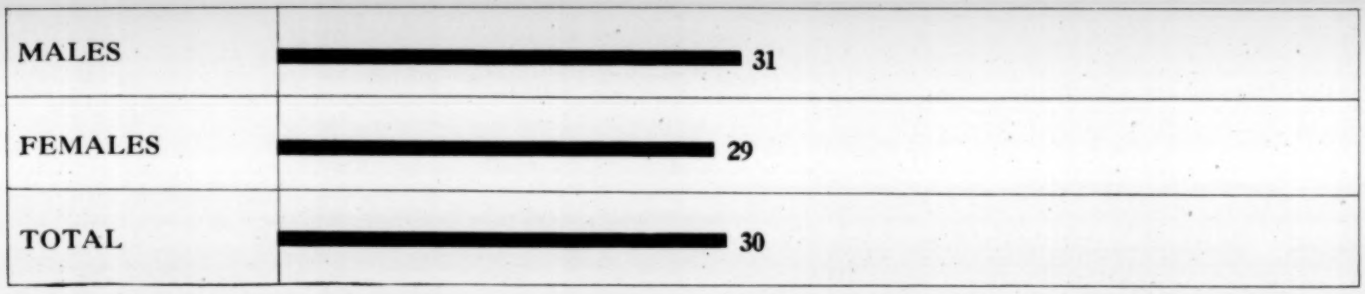
Prosperous Over $60 per week	16
Upper Middle $35 to $60 per week	17
Middle $25 to $35 per week	19
Poor Under $25 per week	20

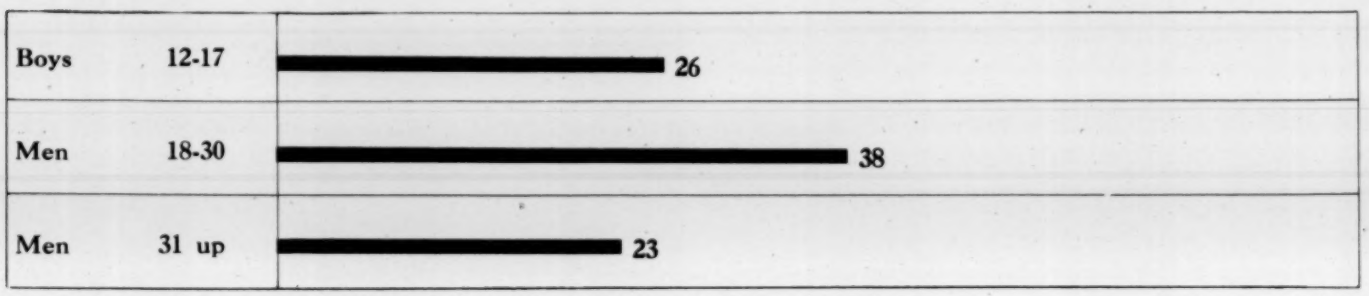
Cities over 100,000	14
10,000 to 100,000	15
Under 10,000	17

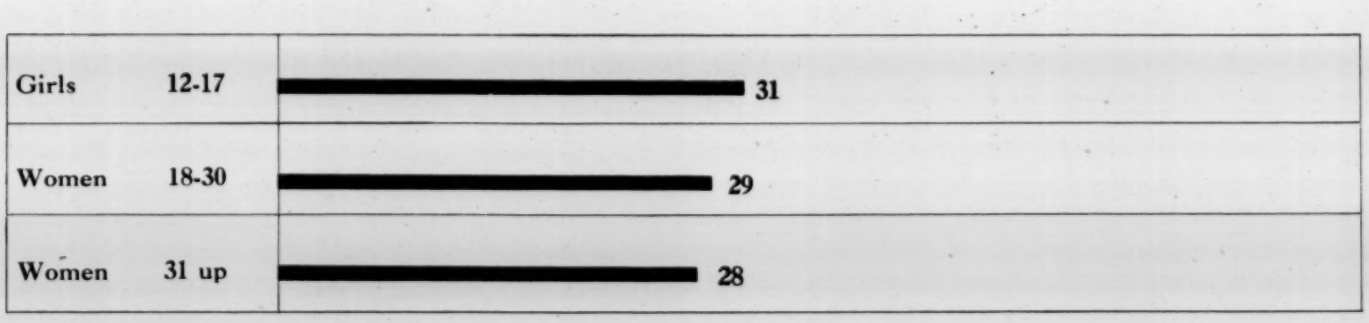
CROSBY, Bing

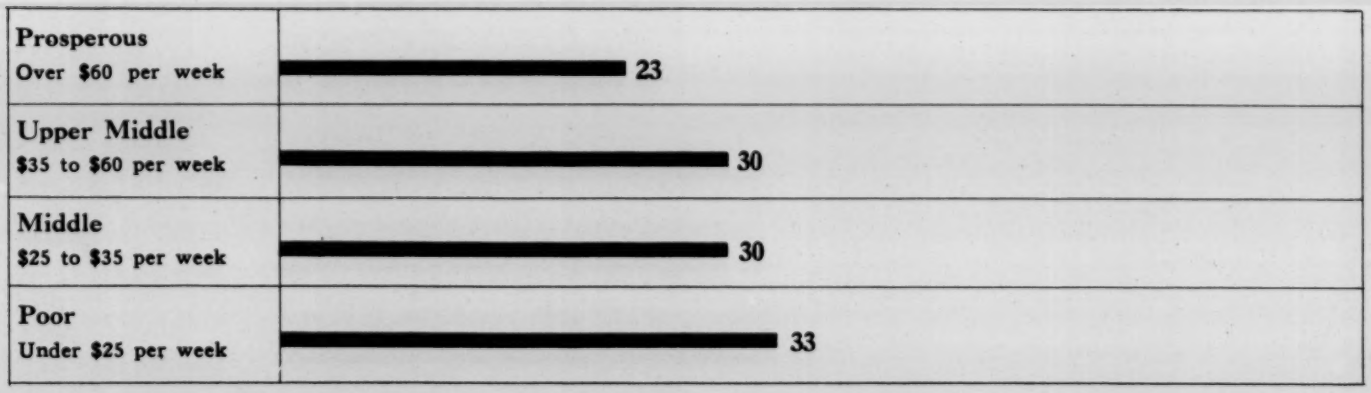
October 1941 — January 1942

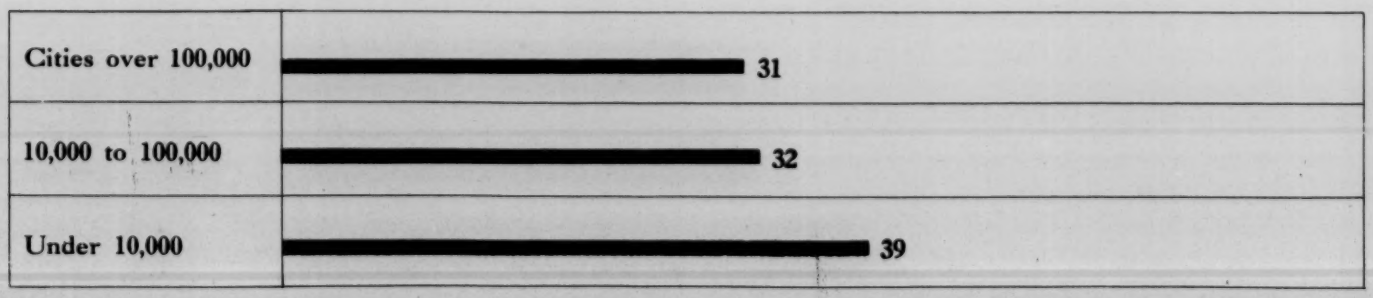
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.











CUMMINGS, Robert

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	2
FEMALES	6
TOTAL	4

Boys 12-17	2
Men 18-30	2
Men 31 up	2

Girls 12-17	12
Women 18-30	6
Women 31 up	1

Prosperous Over $60 per week	3
Upper Middle $35 to $60 per week	4
Middle $25 to $35 per week	5
Poor Under $25 per week	6

Cities over 100,000	4
10,000 to 100,000	9
Under 10,000	2

DARNELL, Linda

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	10
FEMALES	12
TOTAL	11

Boys 12-17	12
Men 18-30	11
Men 31 up	4

Girls 12-17	22
Women 18-30	11
Women 31 up	6

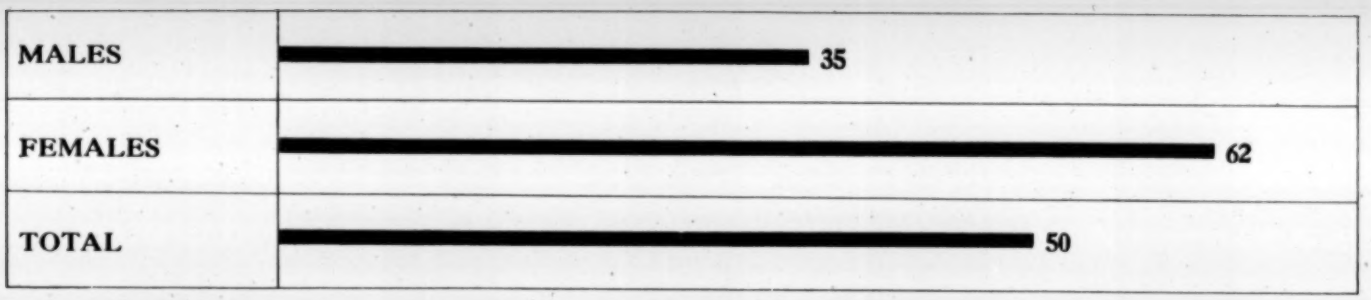
Prosperous Over $60 per week	9
Upper Middle $35 to $60 per week	12
Middle $25 to $35 per week	9
Poor Under $25 per week	12

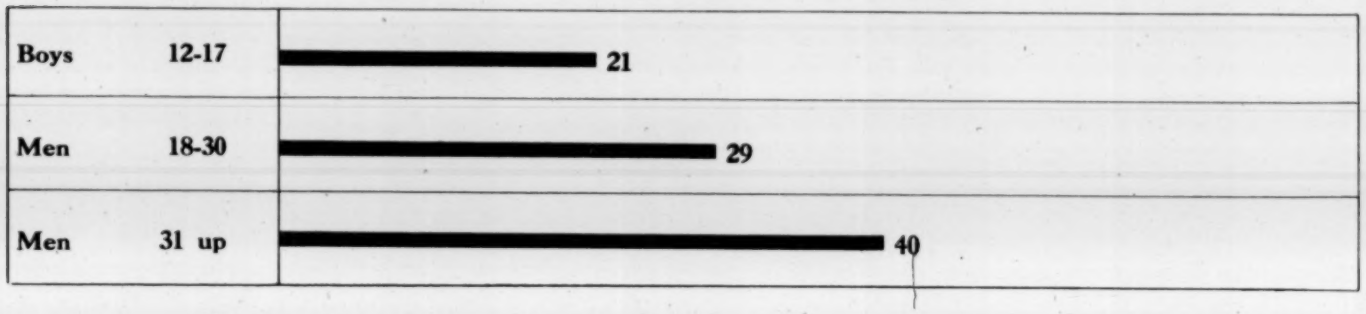
Cities over 100,000	10
10,000 to 100,000	13
Under 10,000	15

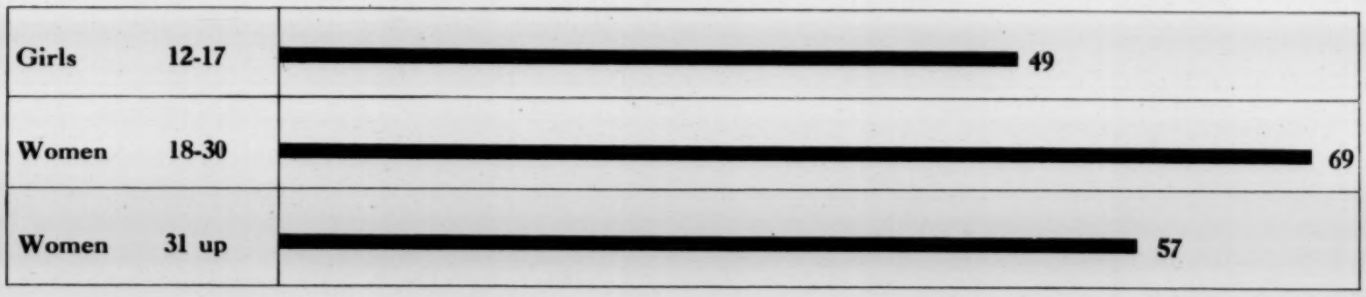
DAVIS Bette

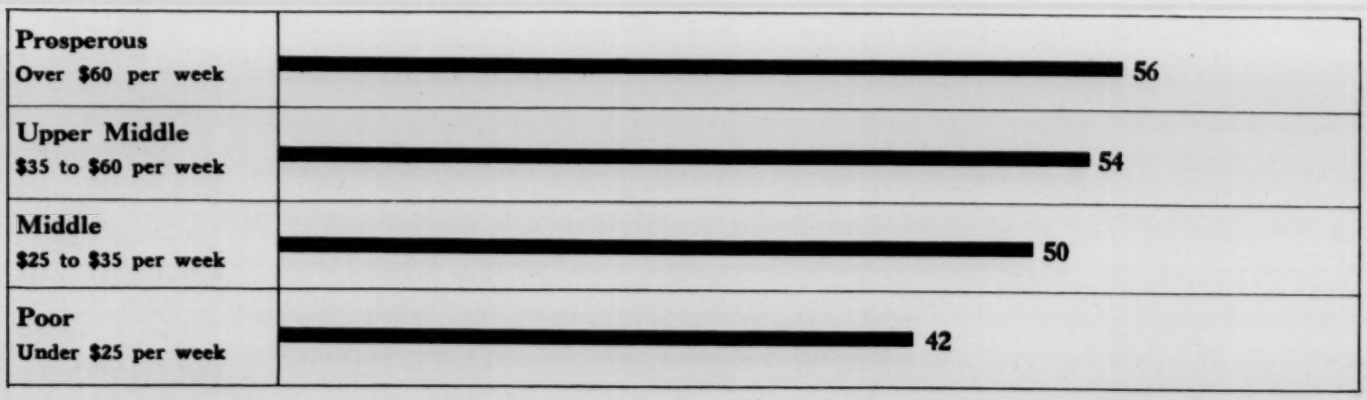
October 1941 — January 1942

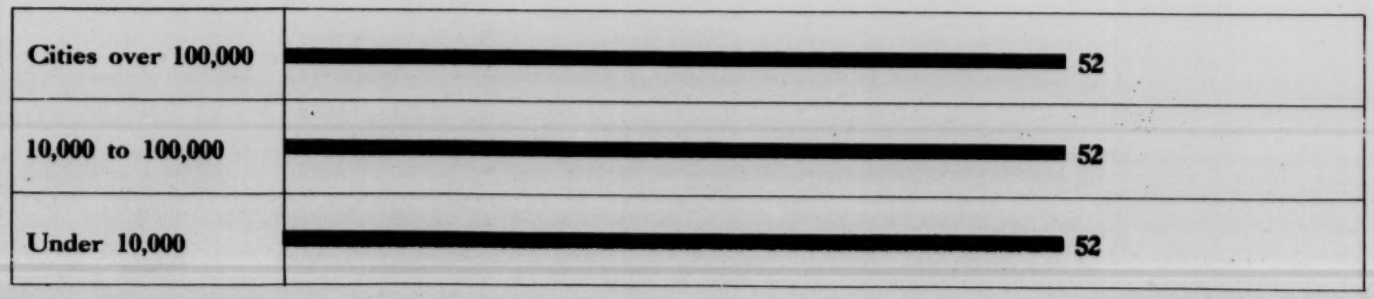
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.











DAY, Laraine

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	6
FEMALES	8
TOTAL	7

Boys 12-17	9
Men 18-30	7
Men 31 up	1

Girls 12-17	17
Women 18-30	7
Women 31 up	4

Prosperous Over $60 per week	8
Upper Middle $35 to $60 per week	6
Middle $25 to $35 per week	7
Poor Under $25 per week	9

Cities over 100,000	9
10,000 to 100,000	7
Under 10,000	8

De HAVILLAND, Olivia

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	19
FEMALES	30
TOTAL	25

Boys 12-17	17
Men 18-30	21
Men 31 up	17

Girls 12-17	25
Women 18-30	32
Women 31 up	29

Prosperous Over $60 per week	28
Upper Middle $35 to $60 per week	28
Middle $25 to $35 per week	23
Poor Under $25 per week	22

Cities over 100,000	29
10,000 to 100,000	24
Under 10,000	29

DIETRICH, Marlene

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	8
FEMALES	10
TOTAL	9

Boys	12-17	5
Men	18-30	7
Men	31 up	15

Girls	12-17	9
Women	18-30	9
Women	31 up	11

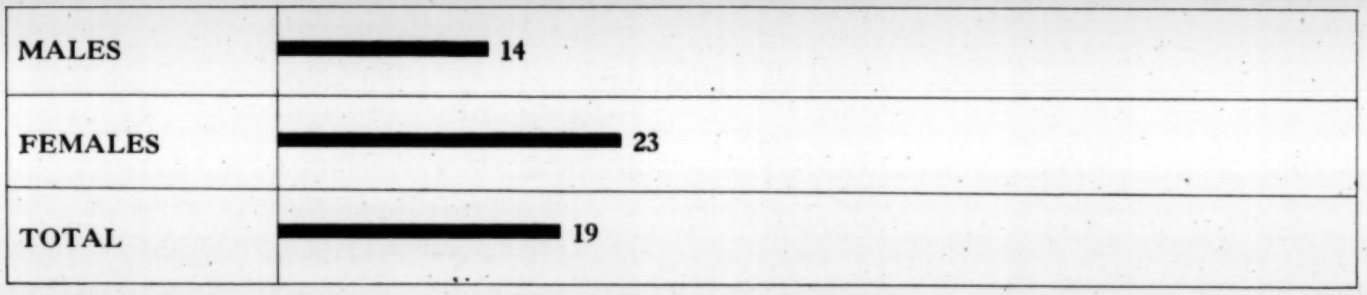
Prosperous Over $60 per week	10
Upper Middle $35 to $60 per week	10
Middle $25 to $35 per week	9
Poor Under $25 per week	7

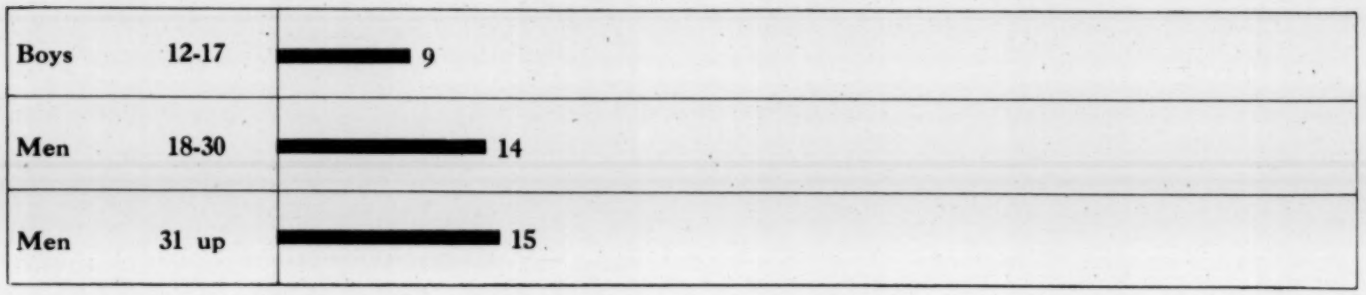
Cities over 100,000	13
10,000 to 100,000	9
Under 10,000	7

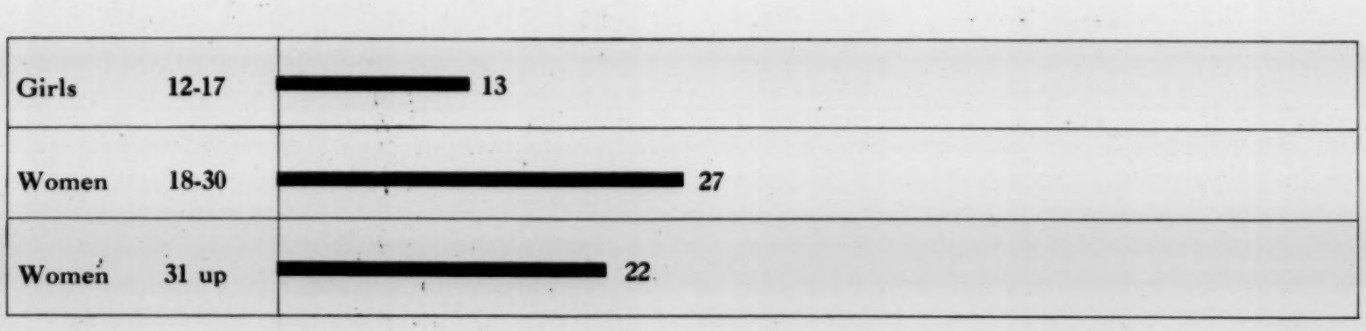
DOUGLAS, Melvyn

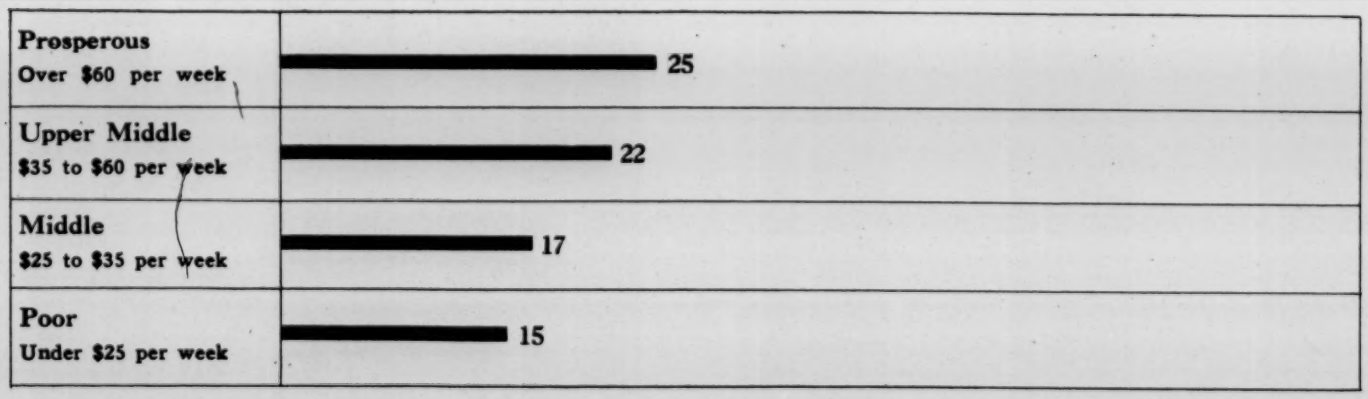
October 1941 — January 1942

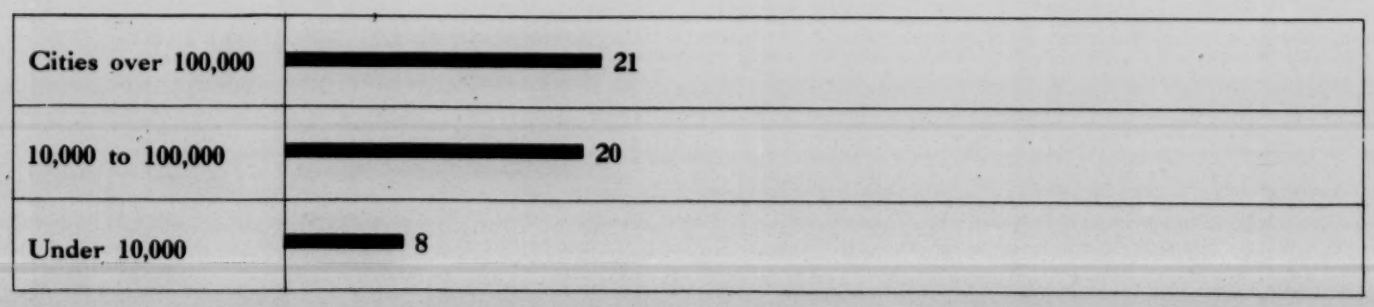
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.







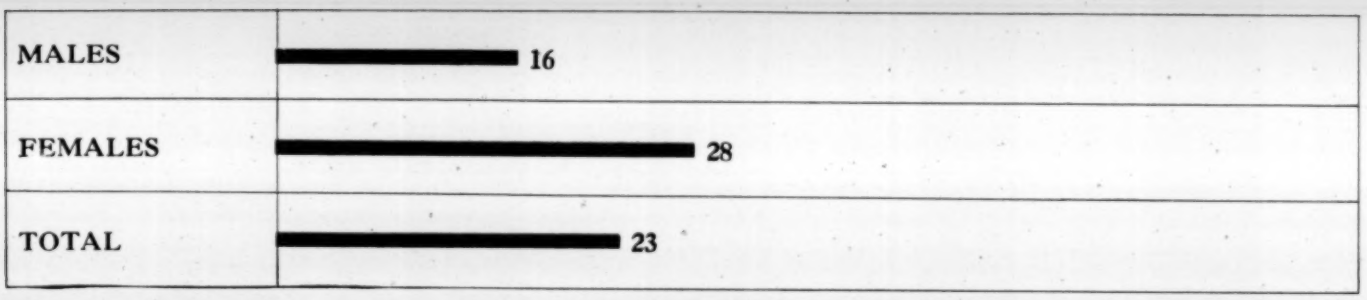


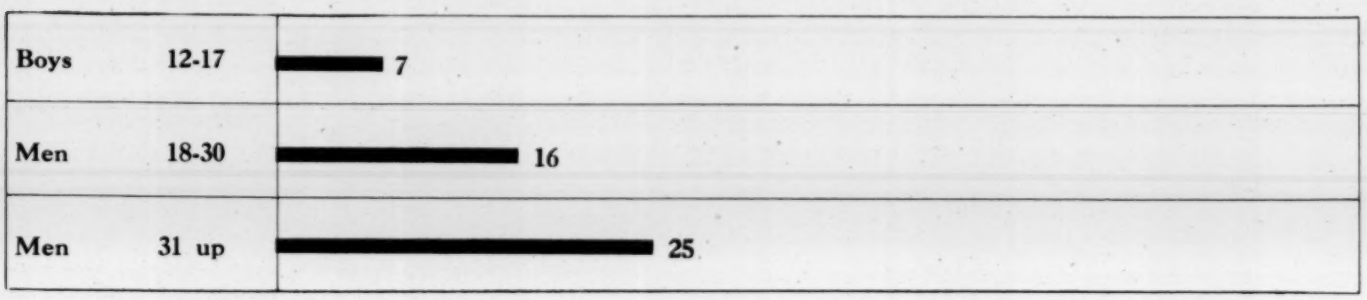


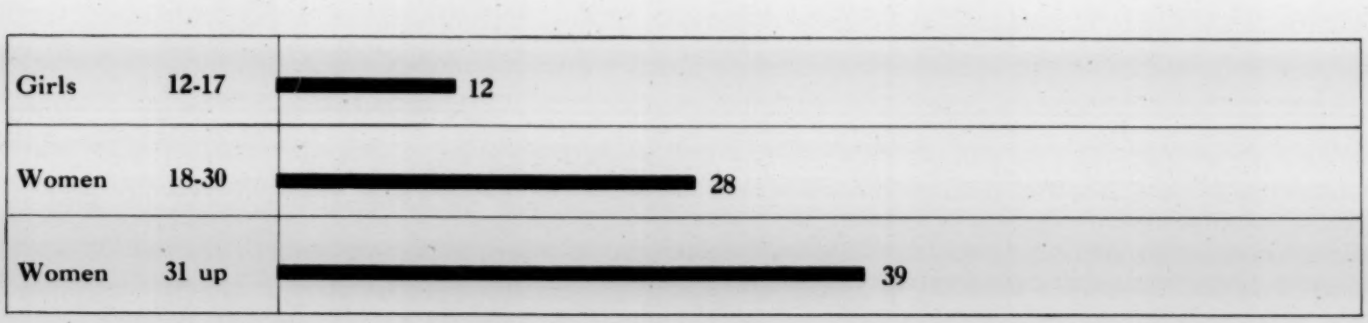
DUNNE, Irene

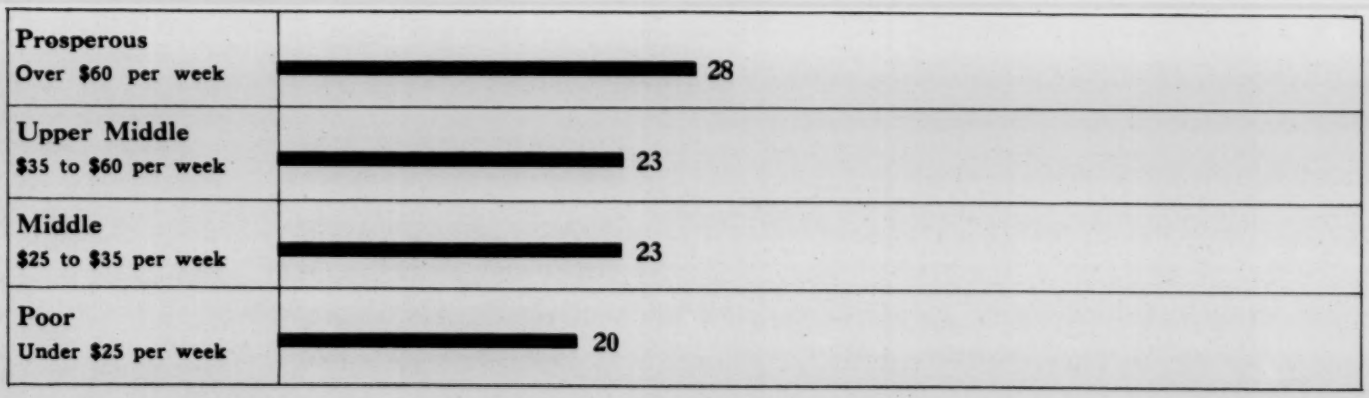
October 1941 — January 1942

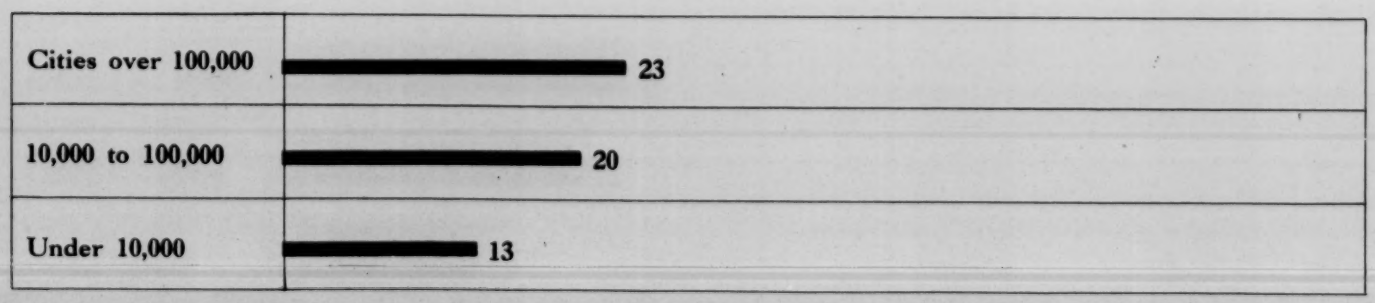
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.







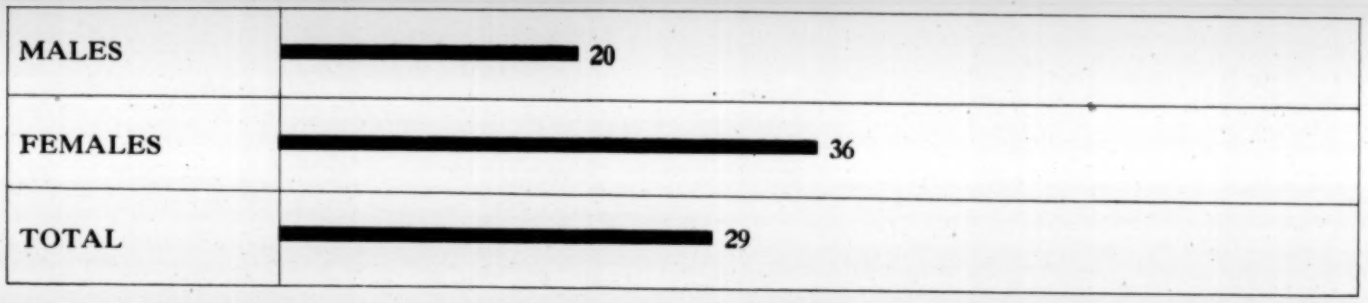


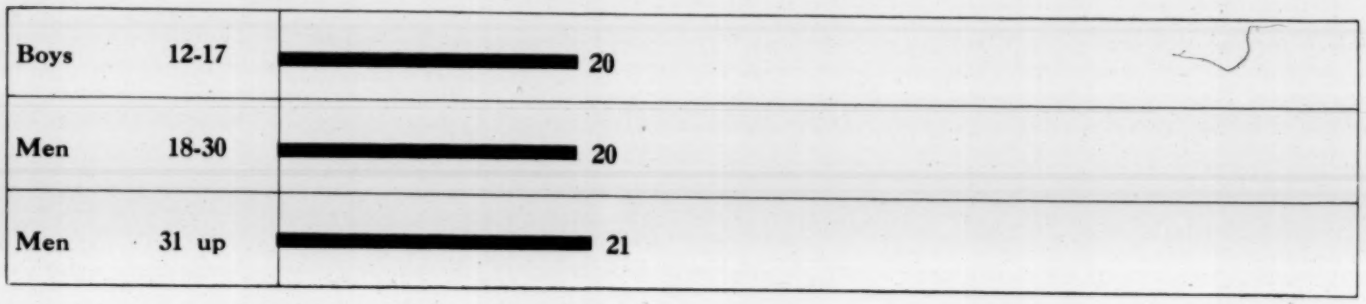


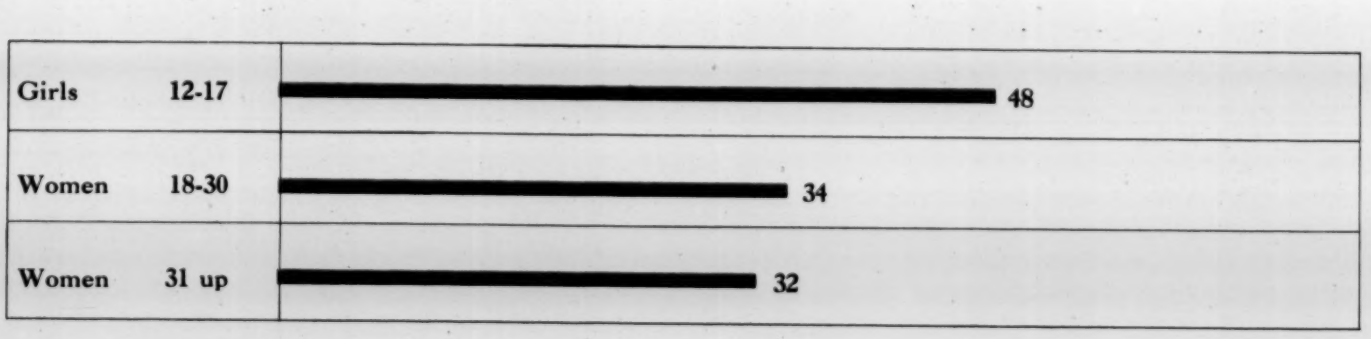
DURBIN, Deanna

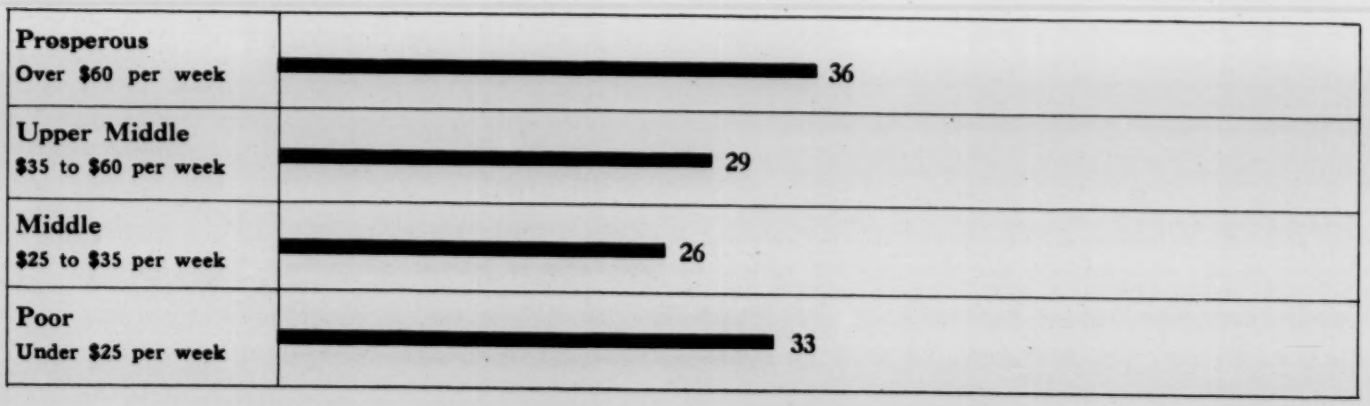
October 1941 — January 1942

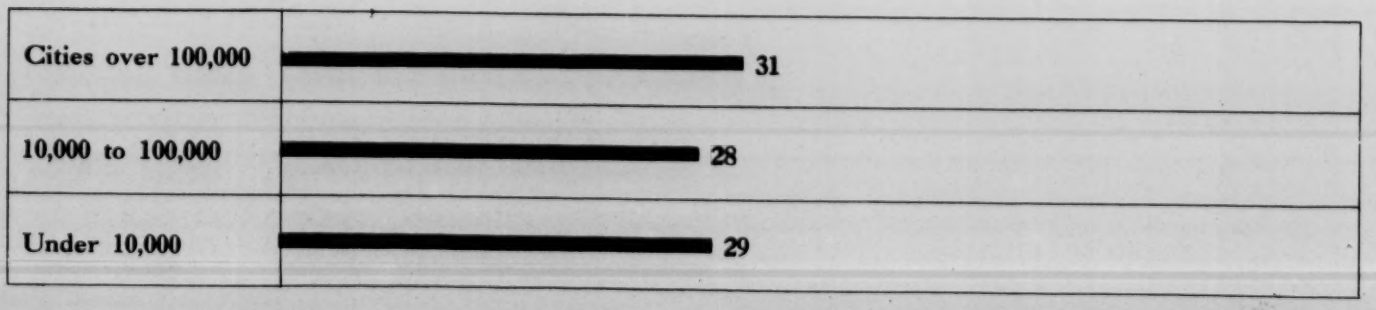
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.











EDDY, Nelson

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	13
FEMALES	24
TOTAL	19

Boys 12-17	9
Men 18-30	13
Men 31 up	16

Girls 12-17	25
Women 18-30	21
Women 31 up	28

Prosperous Over $60 per week	22
Upper Middle $35 to $60 per week	21
Middle $25 to $35 per week	17
Poor Under $25 per week	15

Cities over 100,000	21
10,000 to 100,000	19
Under 10,000	22

FAIRBANKS, Douglas, Jr.

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	15
FEMALES	11
TOTAL	13

Boys 12-17	18
Men 18-30	16
Men 31 up	13

Girls 12-17	13
Women 18-30	9
Women 31 up	14

Prosperous Over $60 per week	14
Upper Middle $35 to $60 per week	14
Middle $25 to $35 per week	13
Poor Under $25 per week	13

Cities over 100,000	19
10,000 to 100,000	13
Under 10,000	12

FAYE, Alice

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	23
FEMALES	25
TOTAL	24

Boys 12-17	21
Men 18-30	25
Men 31 up	22

Girls 12-17	29
Women 18-30	24
Women 31 up	23

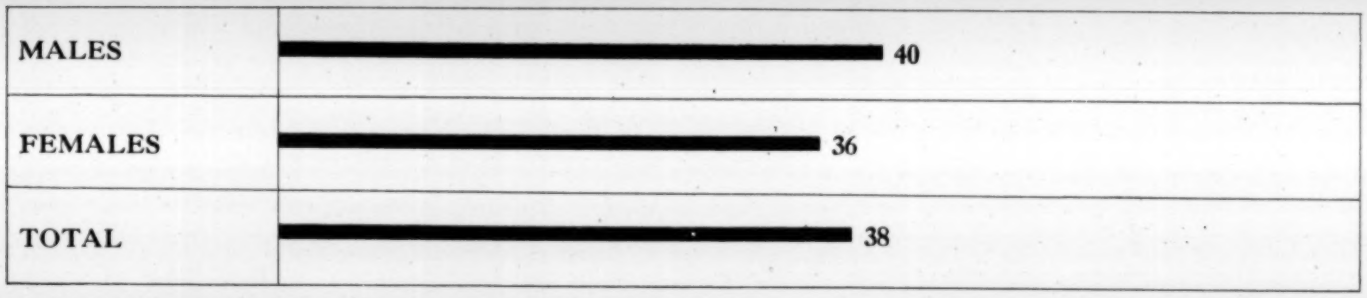
Prosperous Over $60 per week	15
Upper Middle $35 to $60 per week	20
Middle $25 to $35 per week	28
Poor Under $25 per week	28

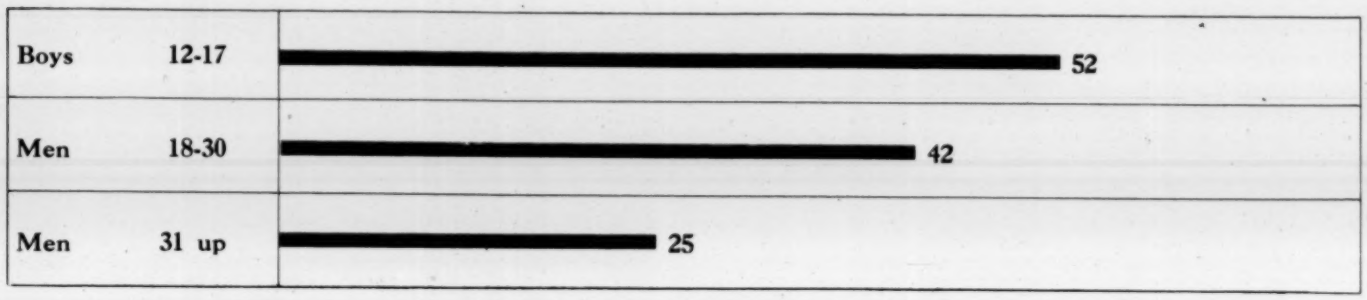
Cities over 100,000	20
10,000 to 100,000	26
Under 10,000	26

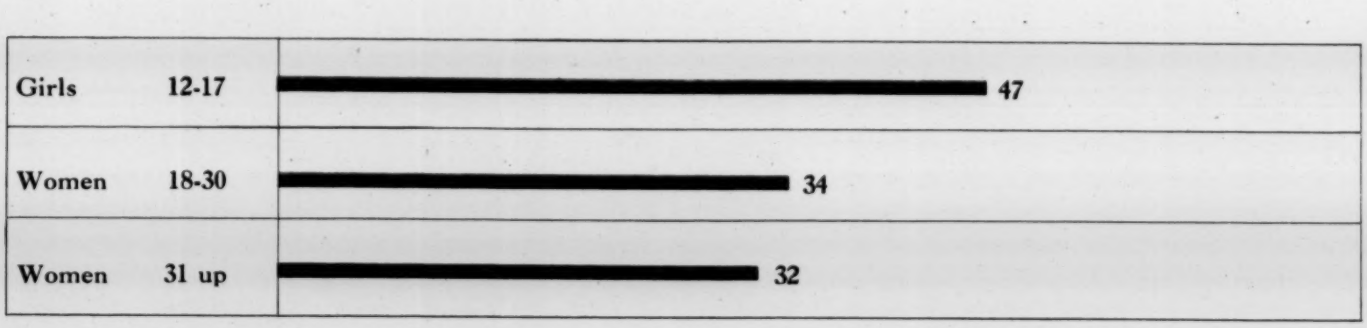
FLYNN, Errol

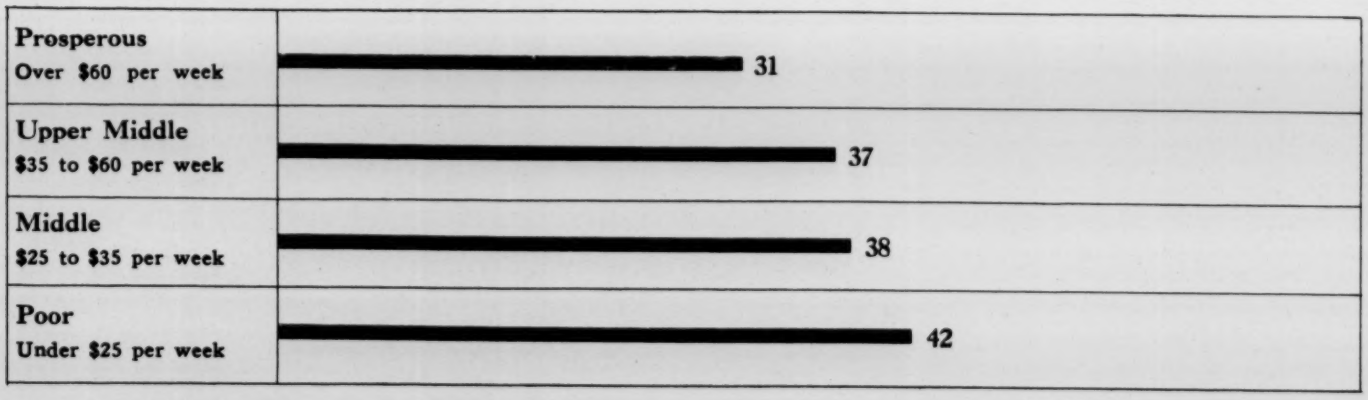
October 1941 — January 1942

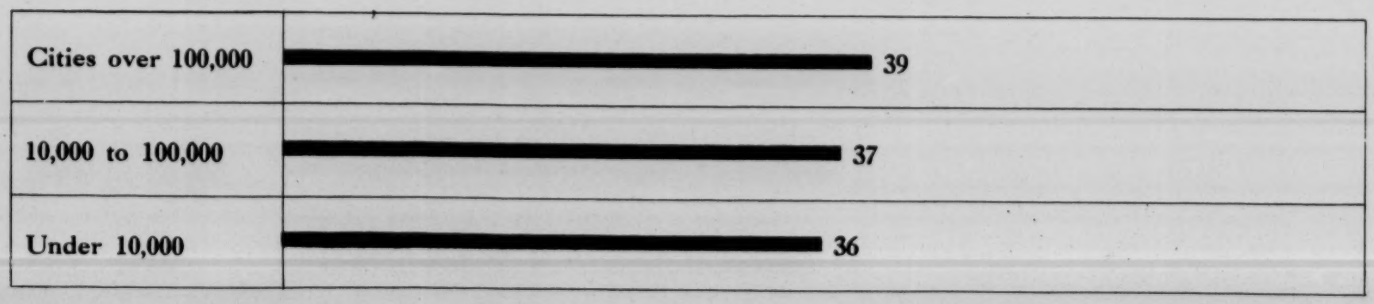
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.











FONDA, Henry

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	22
FEMALES	23
TOTAL	22

Boys 12-17	20
Men 18-30	25
Men 31 up	19

Girls 12-17	20
Women 18-30	23
Women 31 up	24

Prosperous Over $60 per week	21
Upper Middle $35 to $60 per week	21
Middle $25 to $35 per week	23
Poor Under $25 per week	25

Cities over 100,000	20
10,000 to 100,000	24
Under 10,000	25

FONTAINE, Joan

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	5
FEMALES	9
TOTAL	7

Boys	12-17	4
Men	18-30	6
Men	31 up	5

Girls	12-17	11
Women	18-30	10
Women	31 up	6

Prosperous Over $60 per week	9
Upper Middle $35 to $60 per week	8
Middle $25 to $35 per week	8
Poor Under $25 per week	5

Cities over 100,000	12
10,000 to 100,000	9
Under 10,000	7

FRANCIS, Kay

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	9
FEMALES	10
TOTAL	9

Boys 12-17	3
Men 18-30	6
Men 31 up	19

Girls 12-17	2
Women 18-30	10
Women 31 up	15

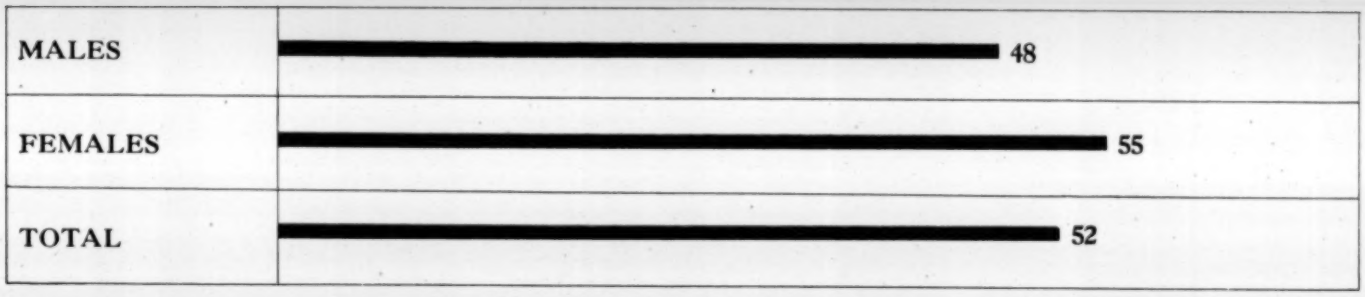
Prosperous Over $60 per week	11
Upper Middle $35 to $60 per week	9
Middle $25 to $35 per week	8
Poor Under $25 per week	13

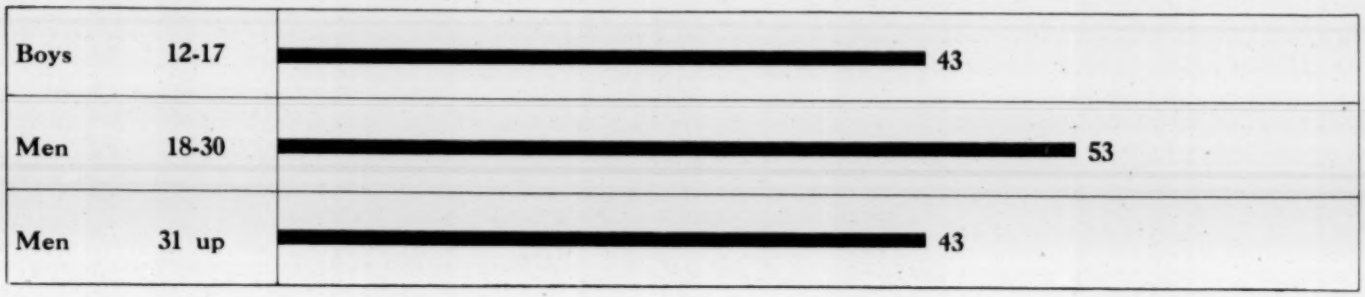
Cities over 100,000	9
10,000 to 100,000	9
Under 10,000	10

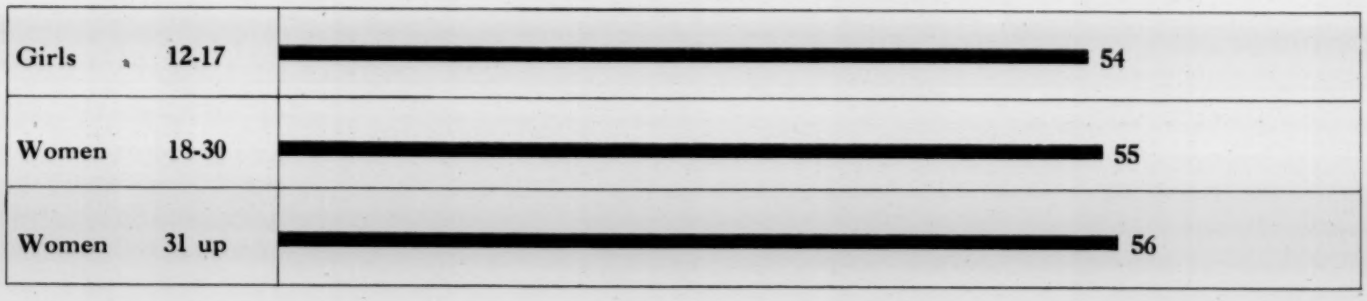
GABLE, Clark

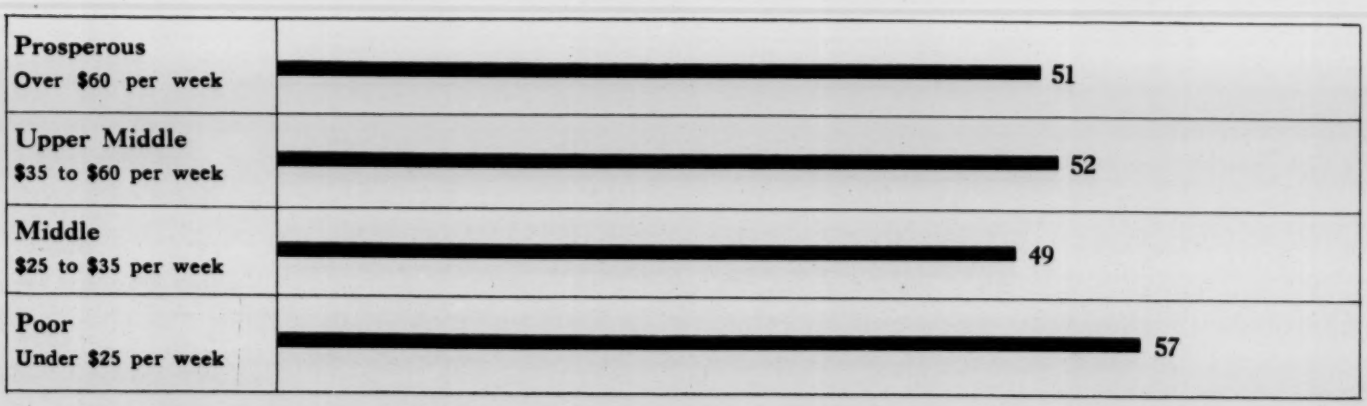
October 1941 — January 1942

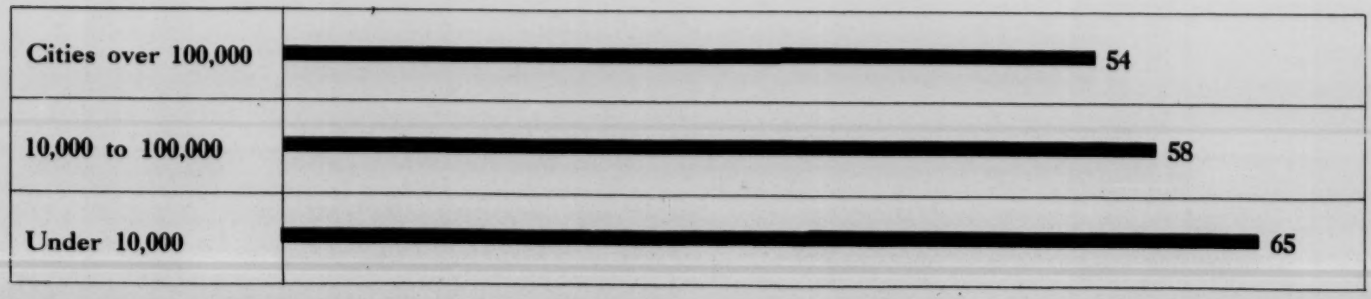
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.











GARBO, Greta

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	10
FEMALES	15
TOTAL	13

Boys 12-17	5
Men 18-30	9
Men 31 up	15

Girls 12-17	7
Women 18-30	17
Women 31 up	19

Prosperous Over $60 per week	20
Upper Middle $35 to $60 per week	14
Middle $25 to $35 per week	13
Poor Under $25 per week	8

Cities over 100,000	13
10,000 to 100,000	12
Under 10,000	10

GARFIELD, John

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	22
FEMALES	15
TOTAL	18

Boys 12-17	24
Men 18-30	27
Men 31 up	11

Girls 12-17	20
Women 18-30	16
Women 31 up	10

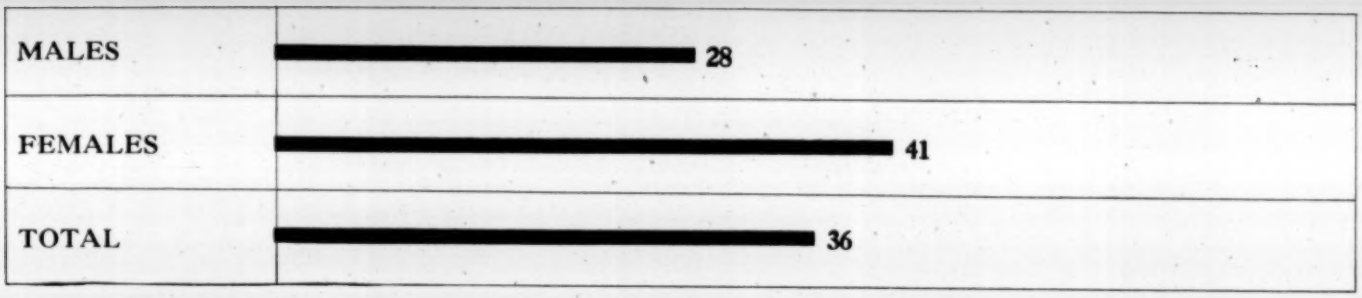
Prosperous Over $60 per week	11
Upper Middle $35 to $60 per week	17
Middle $25 to $35 per week	19
Poor Under $25 per week	20

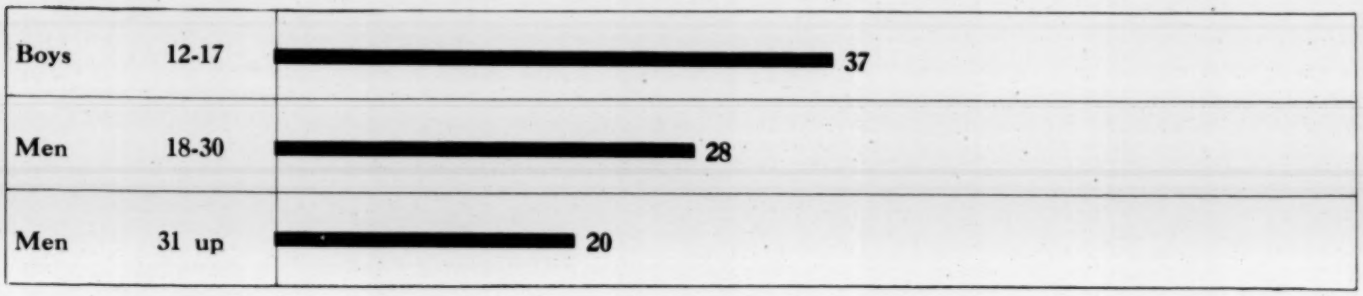
Cities over 100,000	18
10,000 to 100,000	15
Under 10,000	17

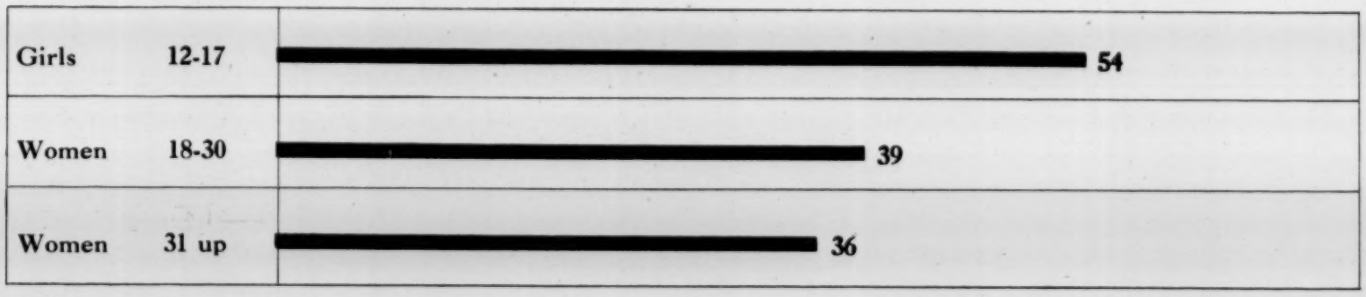
GARLAND, Judy

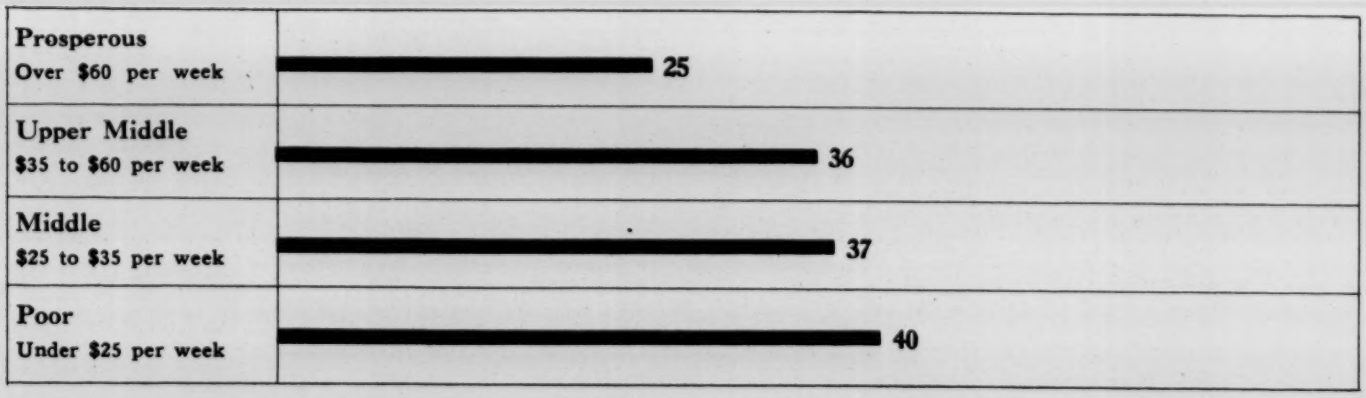
October 1941 — January 1942

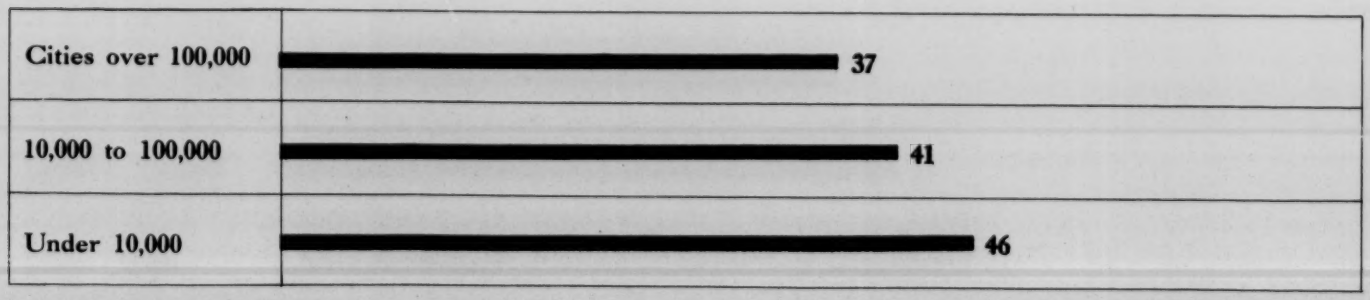
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.







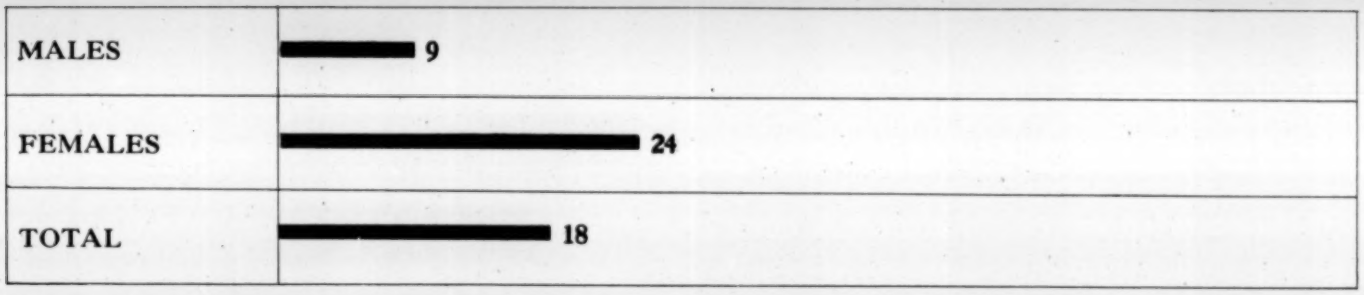


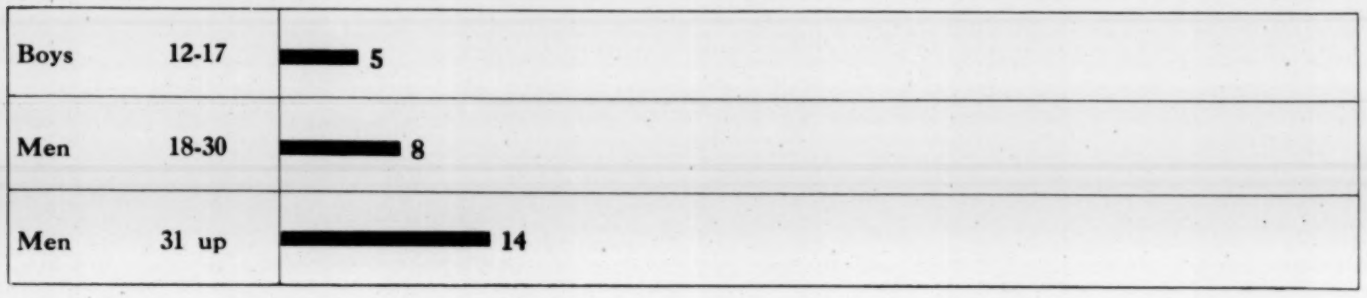


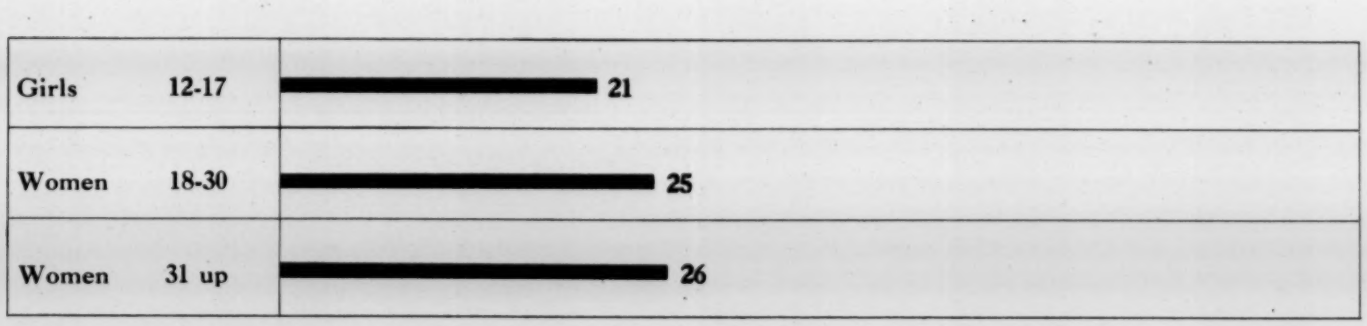
GARSON, Greer

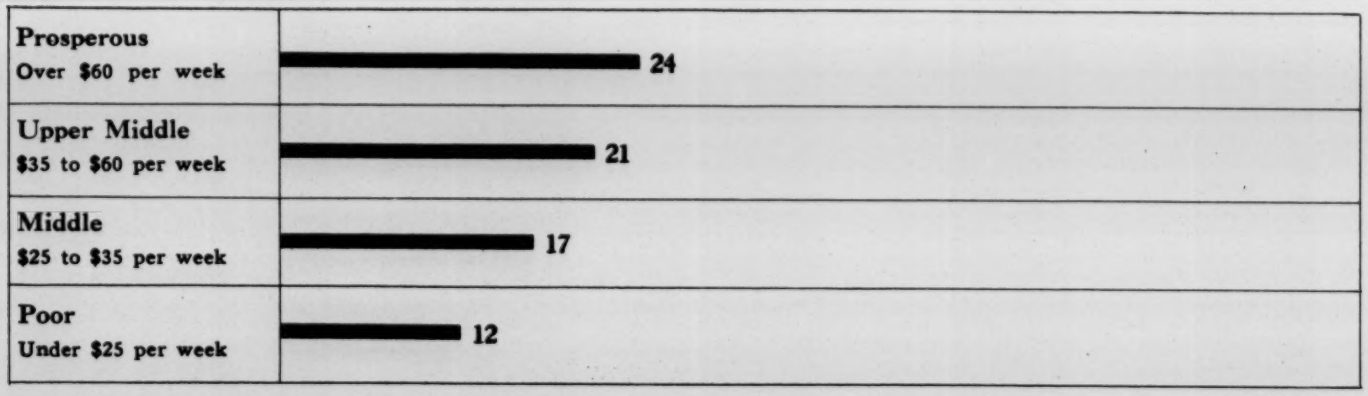
October 1941 — January 1942

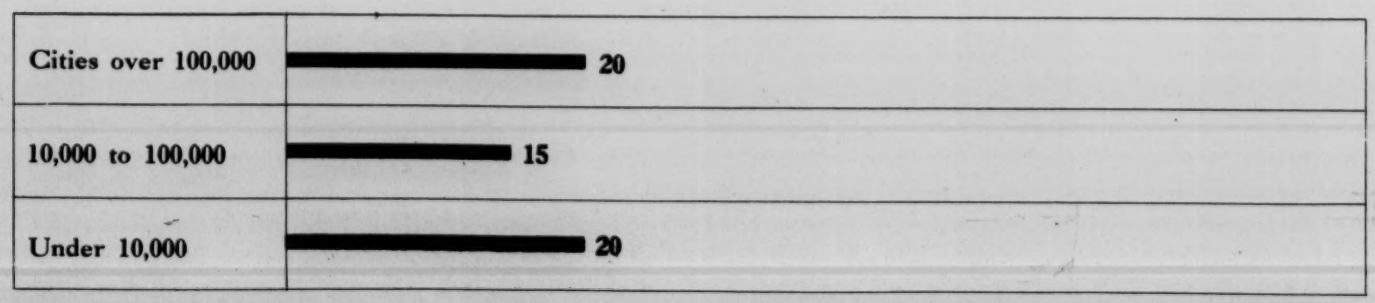
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.











GODDARD, Paulette

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	14
FEMALES	14
TOTAL	14

Boys 12-17	14
Men 18-30	16
Men 31 up	10

Girls 12-17	17
Women 18-30	15
Women 31 up	10

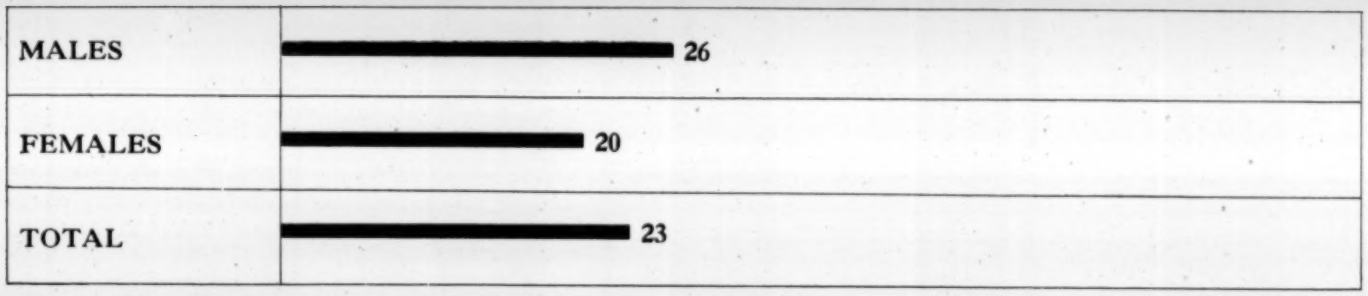
Prosperous Over $60 per week	16
Upper Middle $35 to $60 per week	15
Middle $25 to $35 per week	14
Poor Under $25 per week	11

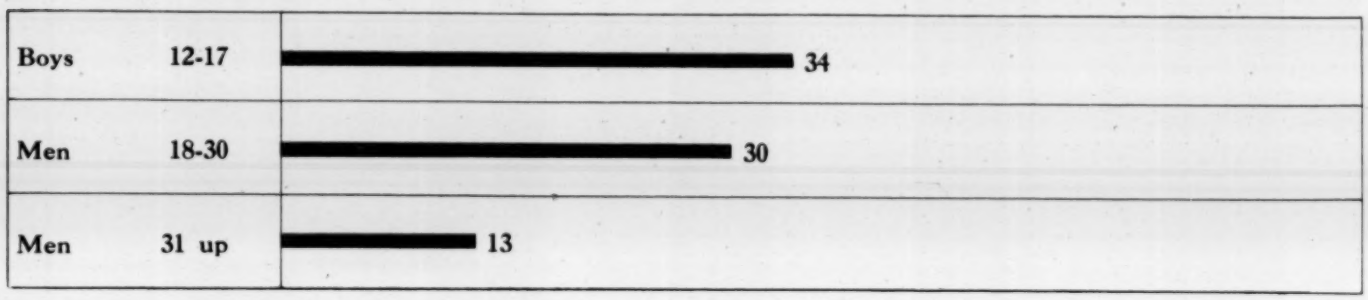
Cities over 100,000	15
10,000 to 100,000	16
Under 10,000	12

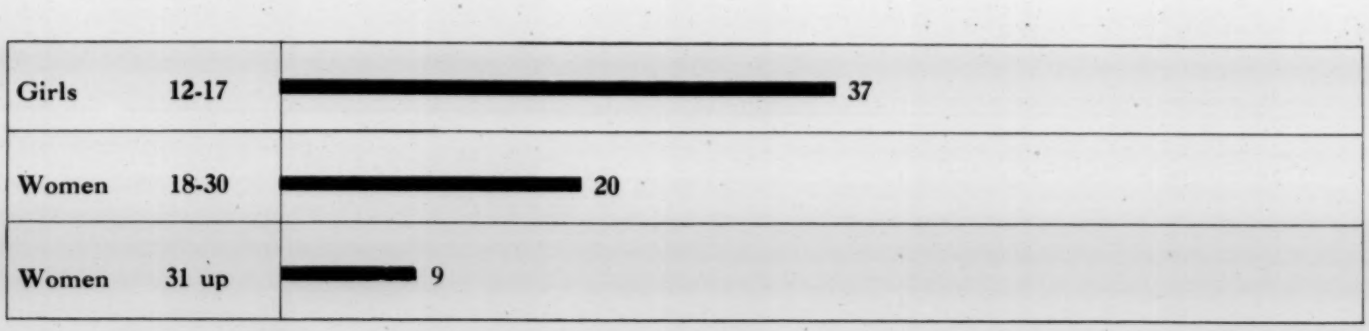
GRABLE, Betty

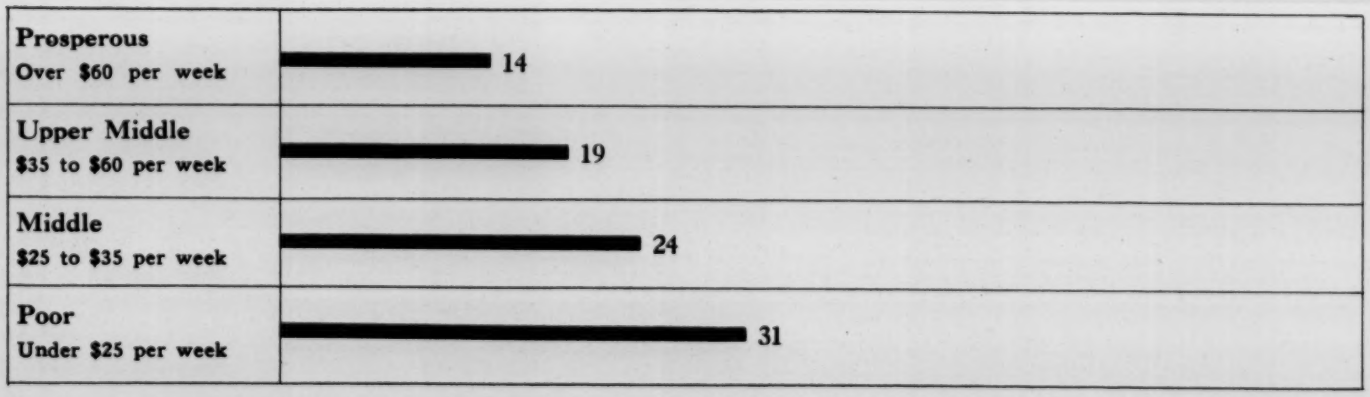
October 1941 — January 1942

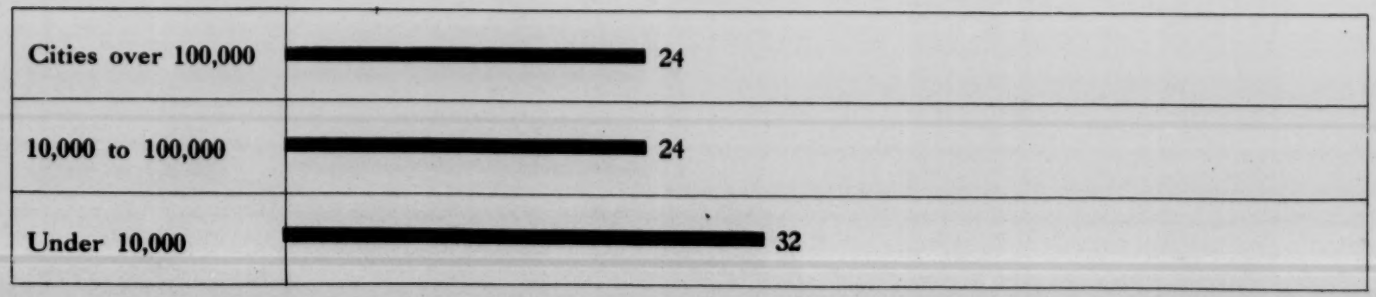
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.







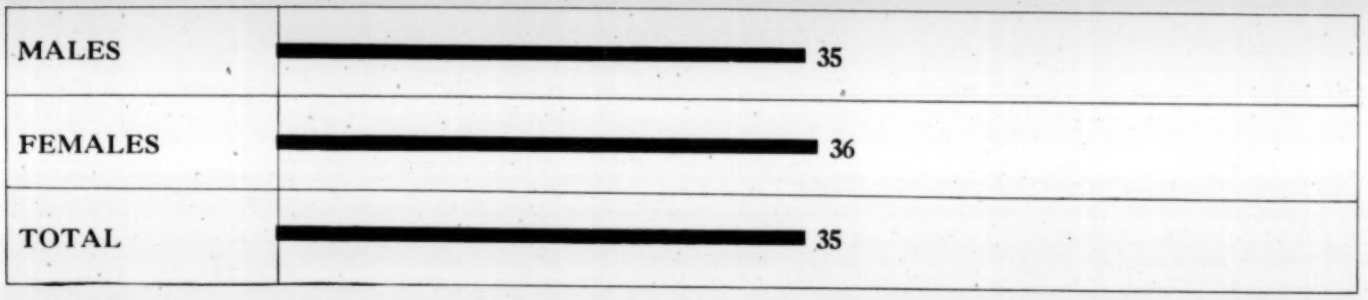


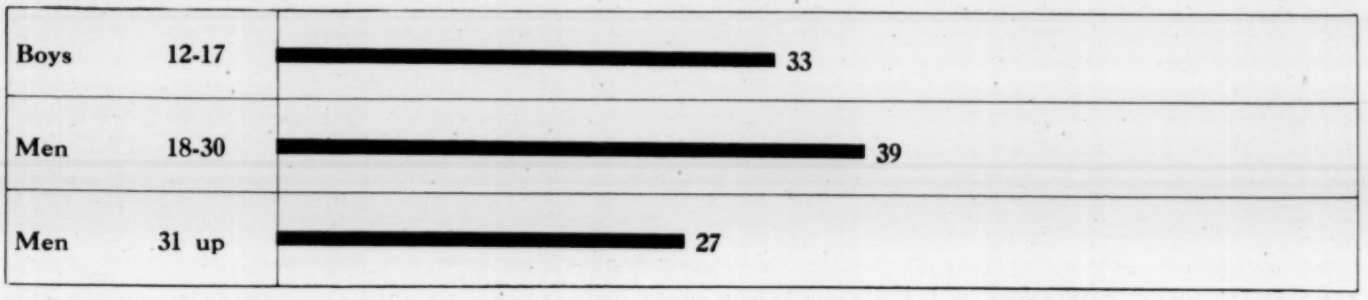


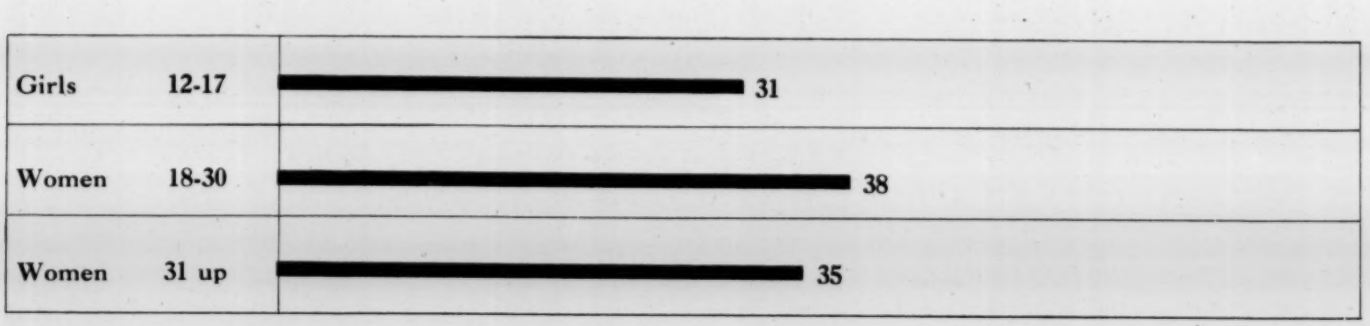
GRANT, Cary

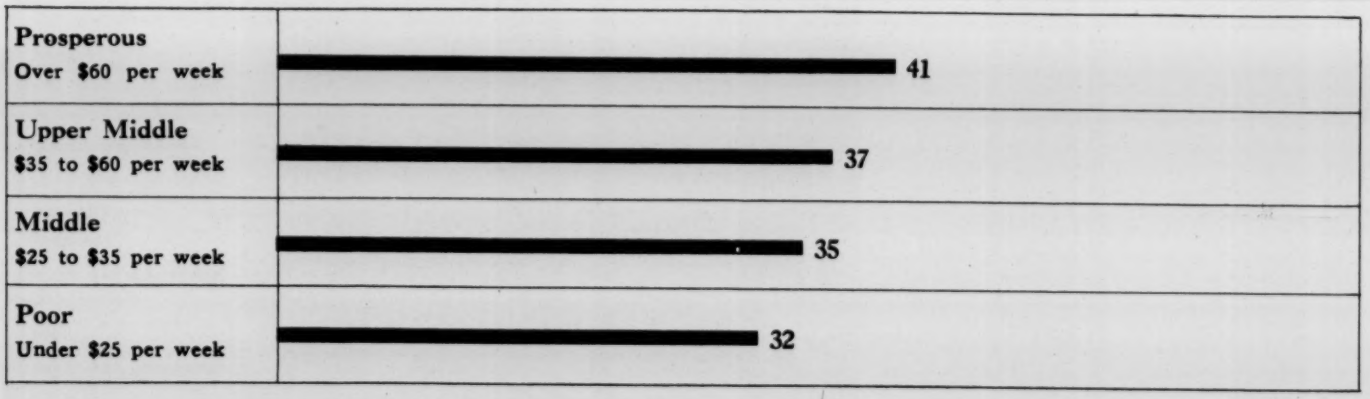
October 1941 — January 1942

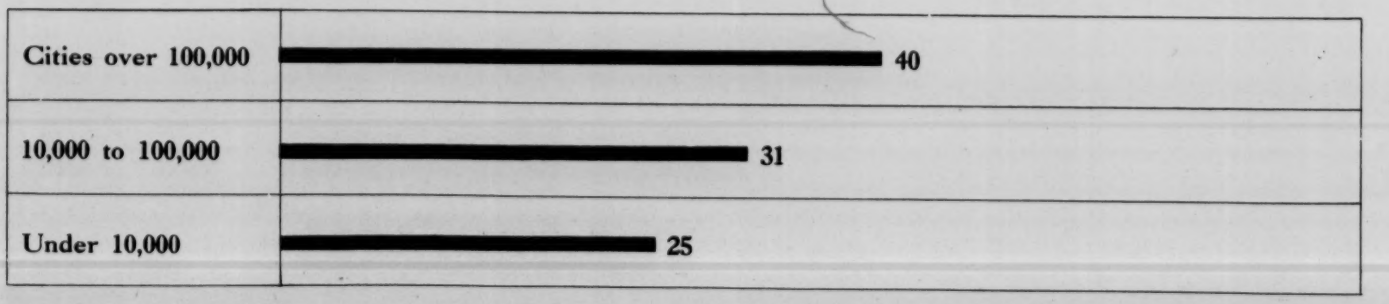
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.







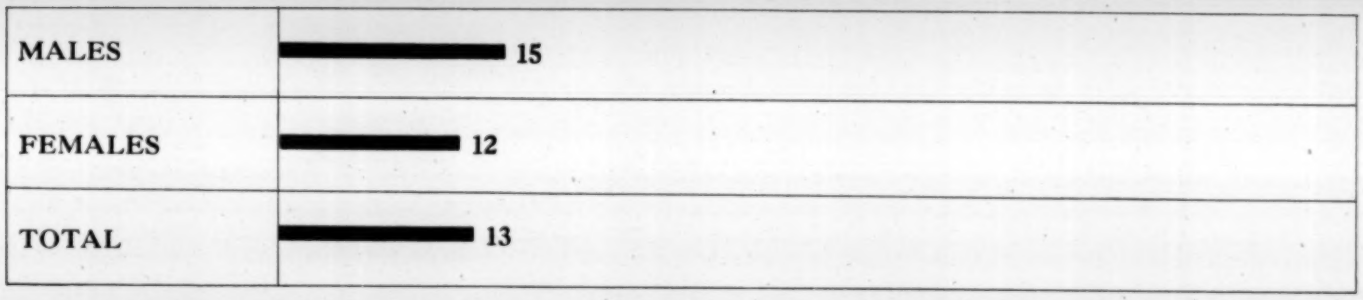


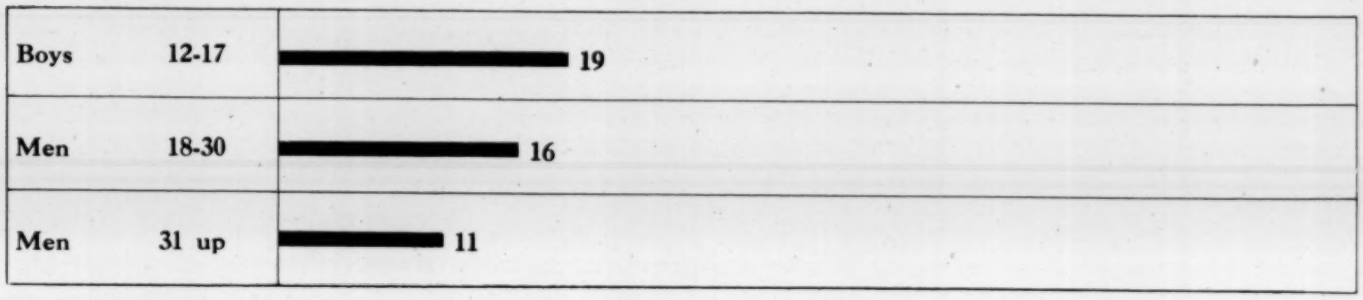


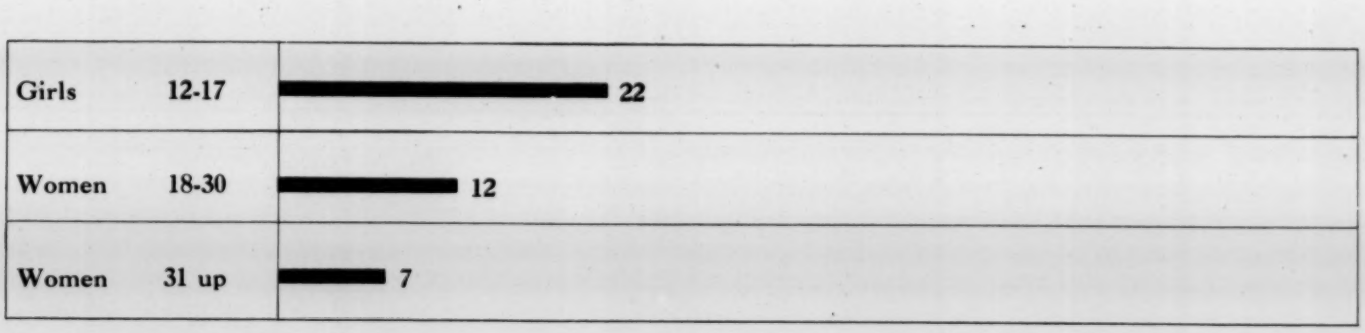
HAYWORTH, Rita

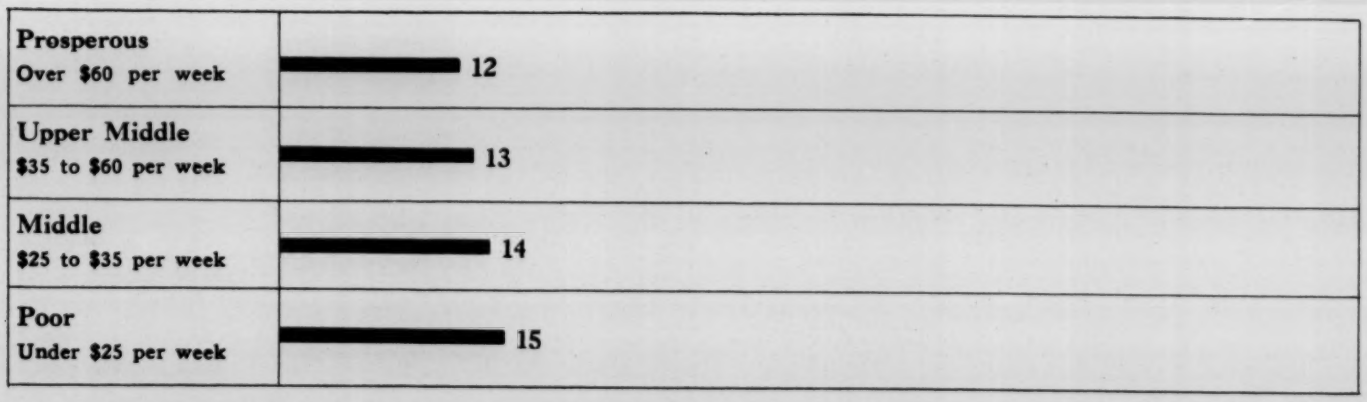
October 1941 — January 1942

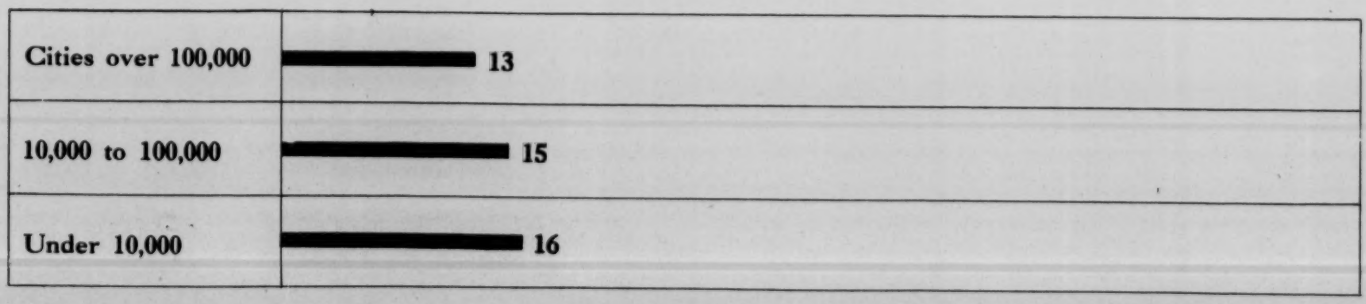
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.











HENIE, Sonja

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	19
FEMALES	23
TOTAL	21

Boys 12-17	23
Men 18-30	19
Men 31 up	17

Girls 12-17	35
Women 18-30	20
Women 31 up	18

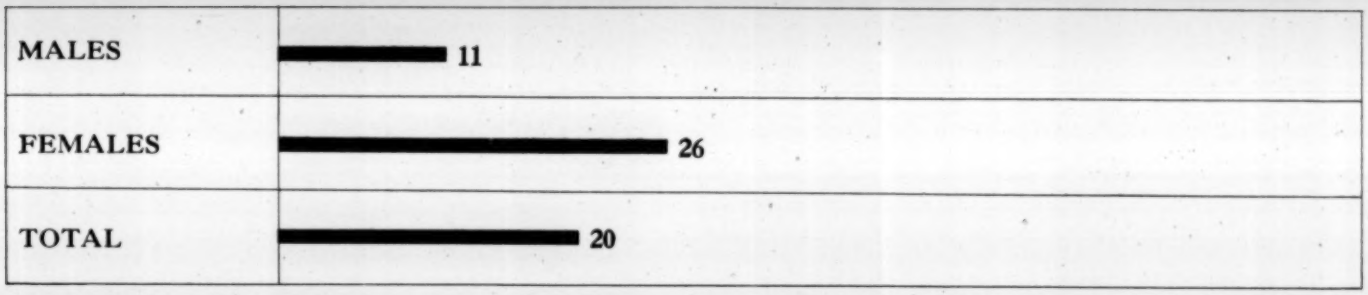
Prosperous Over $60 per week	19
Upper Middle $35 to $60 per week	20
Middle $25 to $35 per week	21
Poor Under $25 per week	22

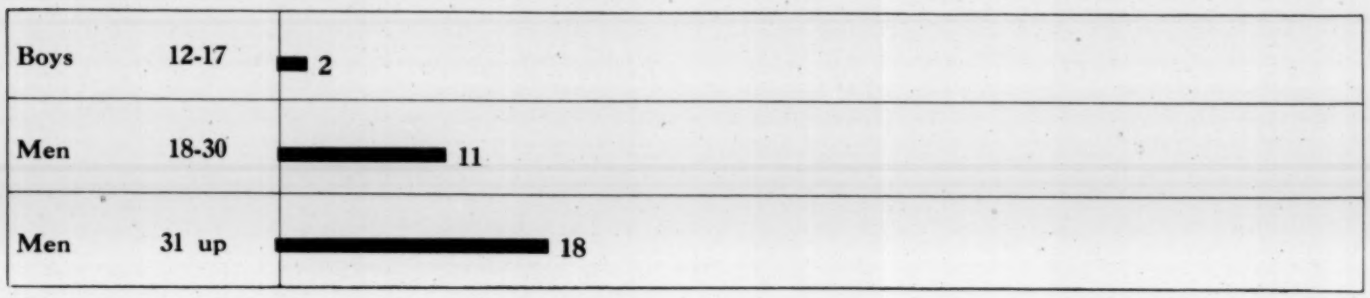
Cities over 100,000	21
10,000 to 100,000	21
Under 10,000	23

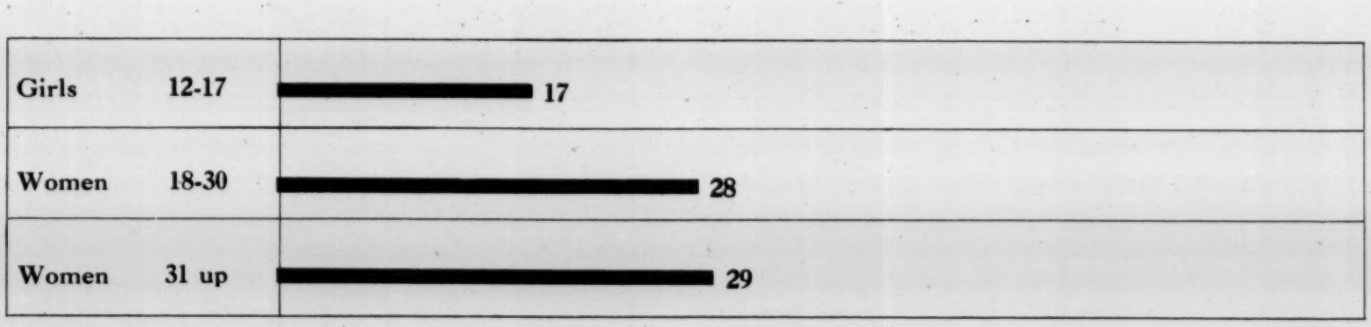
HEPBURN, Katharine

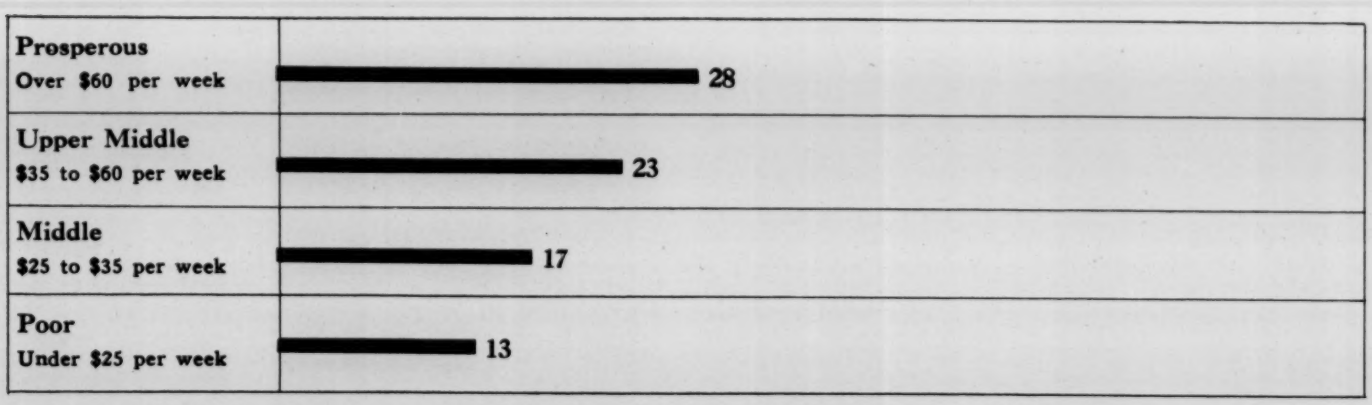
October 1941 — January 1942

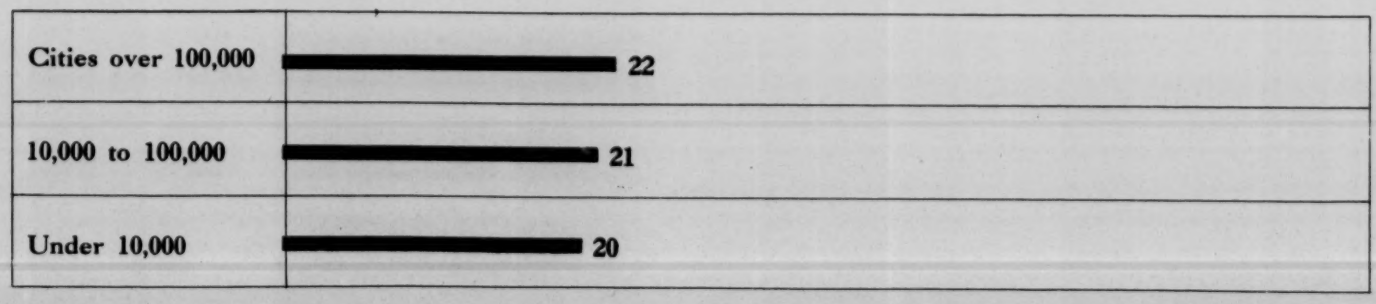
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.







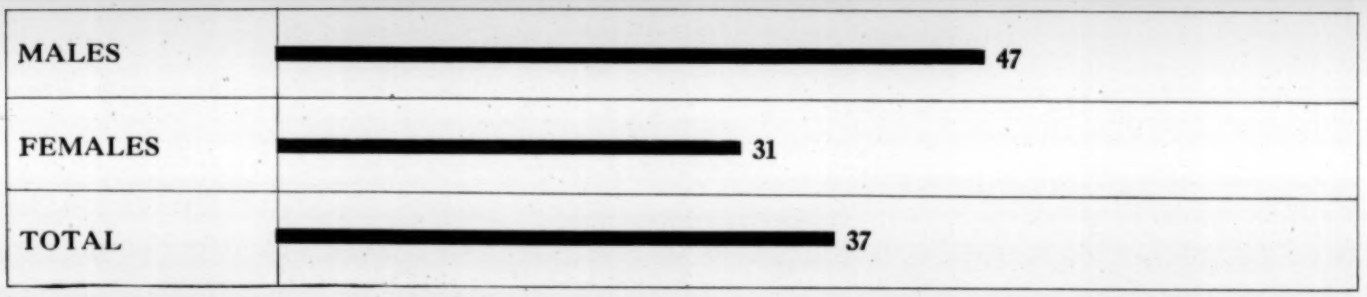


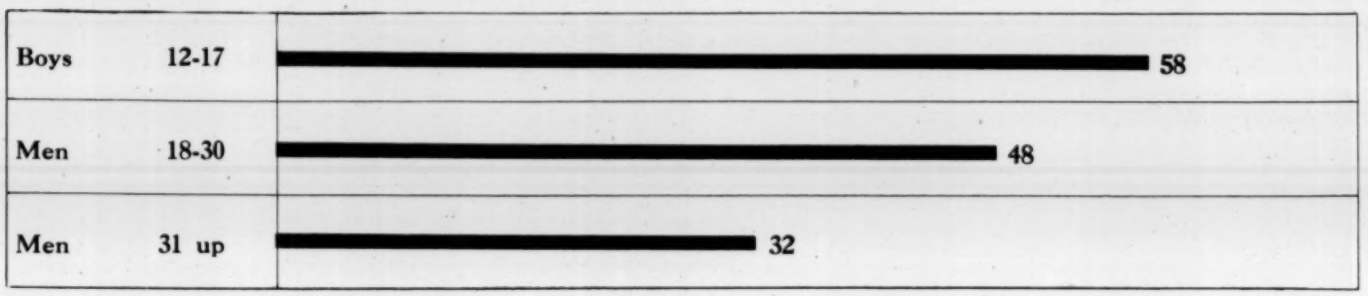


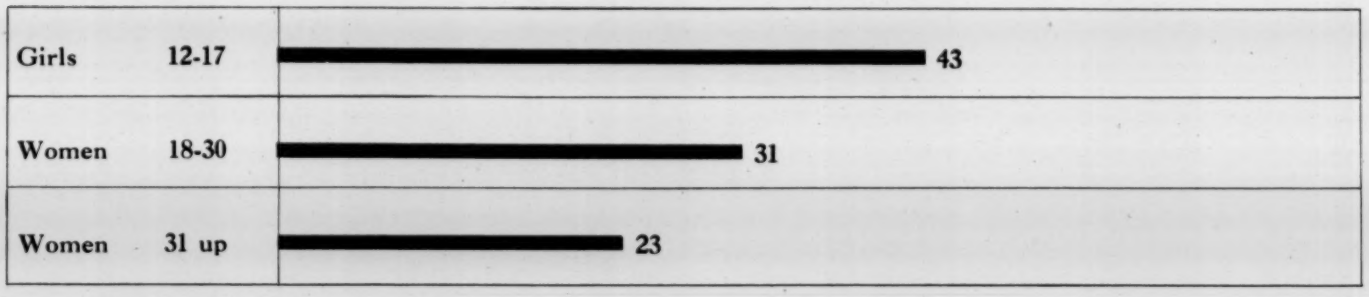
HOPE, Bob

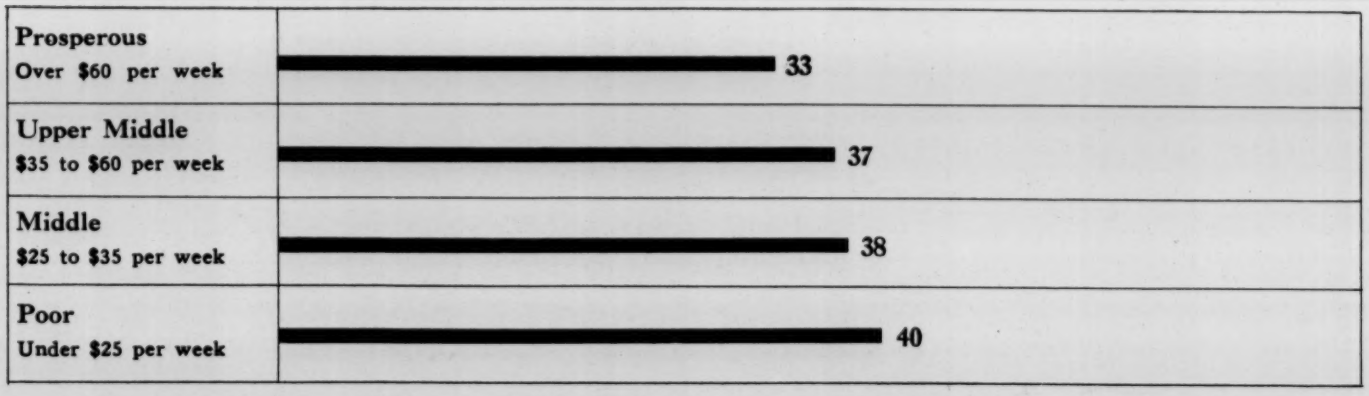
October 1941 — January 1942

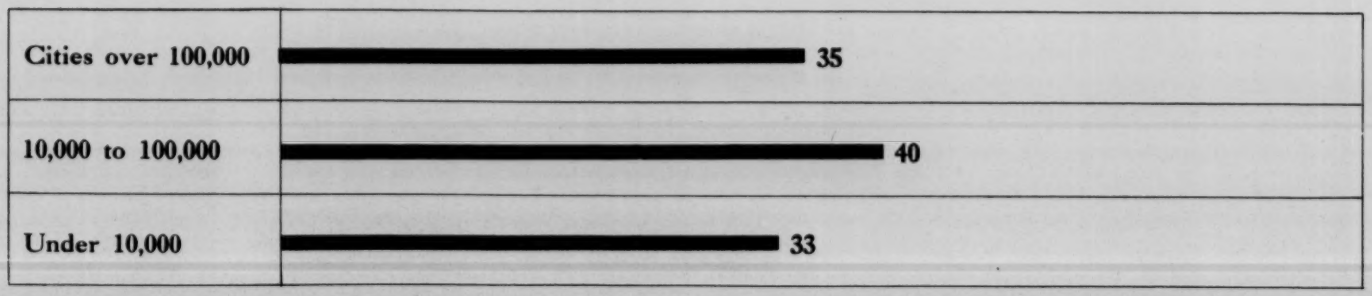
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.











HUSSEY, Ruth

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	5
FEMALES	7
TOTAL	6

Boys 12-17	5
Men 18-30	6
Men 31 up	5

Girls 12-17	10
Women 18-30	7
Women 31 up	5

Prosperous Over $60 per week	8
Upper Middle $35 to $60 per week	7
Middle $25 to $35 per week	6
Poor Under $25 per week	5

Cities over 100,000	8
10,000 to 100,000	7
Under 10,000	6

KYSER, Kay

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	19
FEMALES	14
TOTAL	16

Boys 12-17	30
Men 18-30	19
Men 31 up	9

Girls 12-17	21
Women 18-30	15
Women 31 up	6

Prosperous Over $60 per week	12
Upper Middle $35 to $60 per week	15
Middle $25 to $35 per week	16
Poor Under $25 per week	20

Cities over 100,000	11
10,000 to 100,000	19
Under 10,000	24

LAKE, Veronica

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	6
FEMALES	5
TOTAL	5

Boys	12-17	4
Men	18-30	7
Men	31 up	4

Girls	12-17	8
Women	18-30	5
Women	31 up	3

Prosperous Over $60 per week	3
Upper Middle $35 to $60 per week	5
Middle $25 to $35 per week	5
Poor Under $25 per week	7

Cities over 100,000	5
10,000 to 100,000	6
Under 10,000	6

LAMARR, Hedy

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	23
FEMALES	20
TOTAL	21

Boys 12-17	18
Men 18-30	27
Men 31 up	18

Girls 12-17	27
Women 18-30	20
Women 31 up	16

Prosperous Over $60 per week	16
Upper Middle $35 to $60 per week	24
Middle $25 to $35 per week	20
Poor Under $25 per week	21

Cities over 100,000	20
10,000 to 100,000	23
Under 10,000	24

LAMOUR, Dorothy

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	22
FEMALES	19
TOTAL	20

Boys 12-17	28
Men 18-30	22
Men 31 up	18

Girls 12-17	28
Women 18-30	18
Women 31 up	14

Prosperous Over $60 per week	21
Upper Middle $35 to $60 per week	19
Middle $25 to $35 per week	20
Poor Under $25 per week	25

Cities over 100,000	19
10,000 to 100,000	22
Under 10,000	24

LANE, Priscilla

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	11
FEMALES	16
TOTAL	14

Boys 12-17	8
Men 18-30	15
Men 31 up	5

Girls 12-17	27
Women 18-30	14
Women 31 up	12

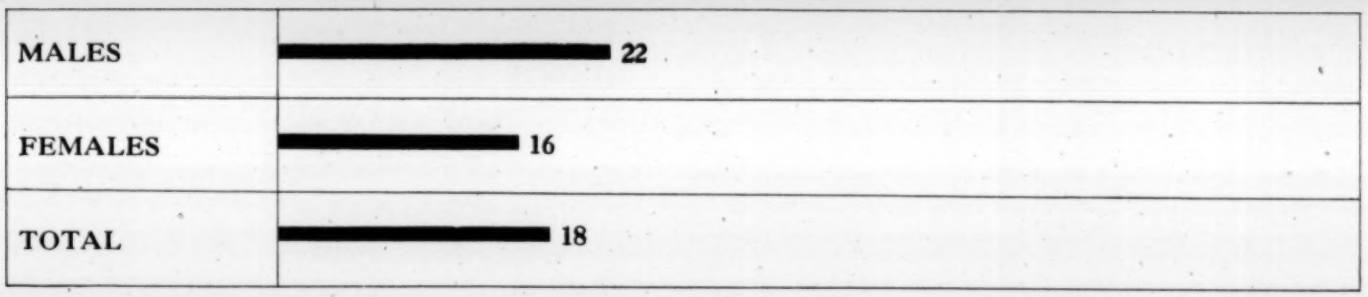
Prosperous Over $60 per week	9
Upper Middle $35 to $60 per week	14
Middle $25 to $35 per week	15
Poor Under $25 per week	17

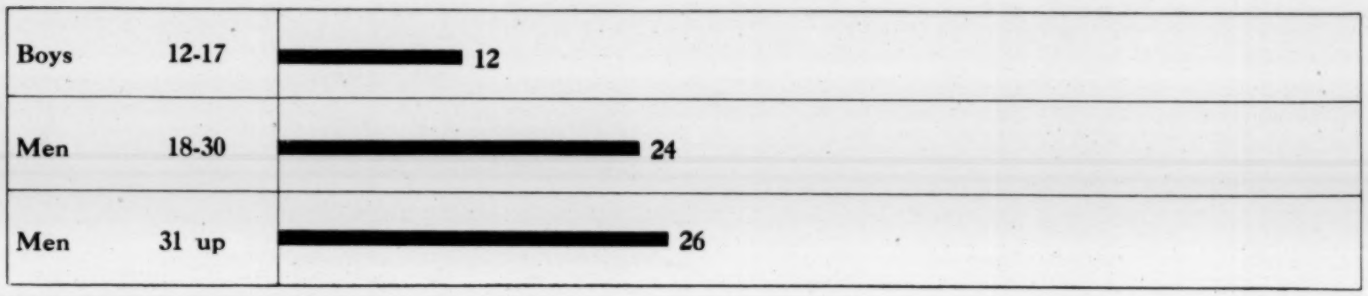
Cities over 100,000	14
10,000 to 100,000	16
Under 10,000	12

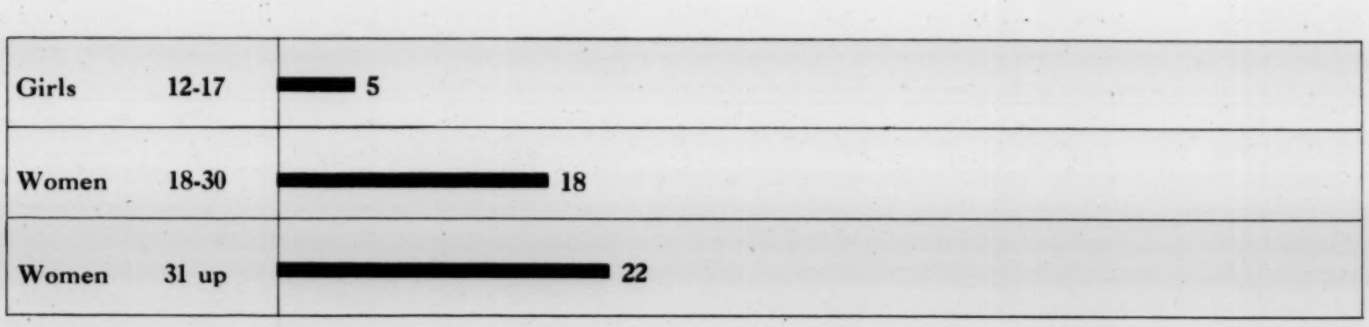
LAUGHTON, Charles

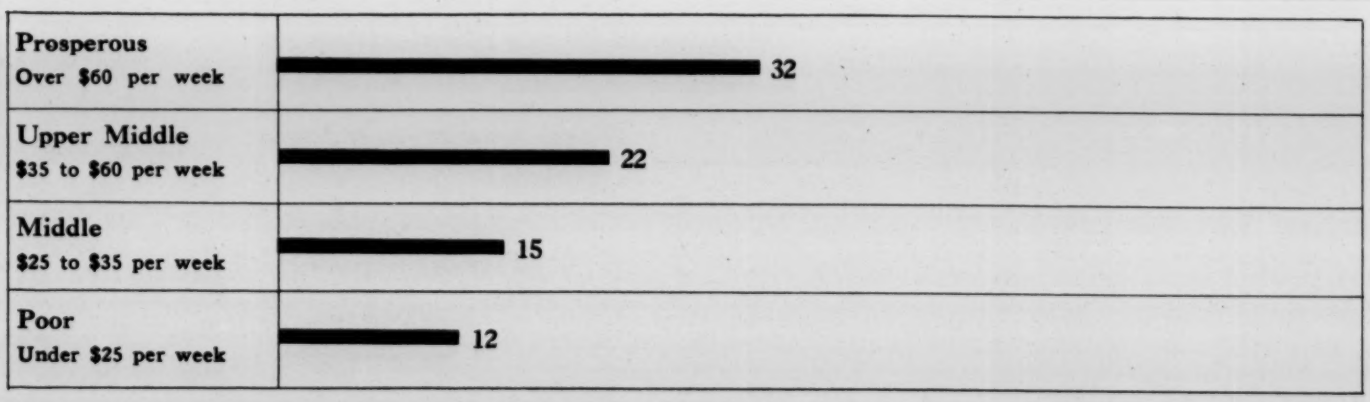
October 1941 — January 1942

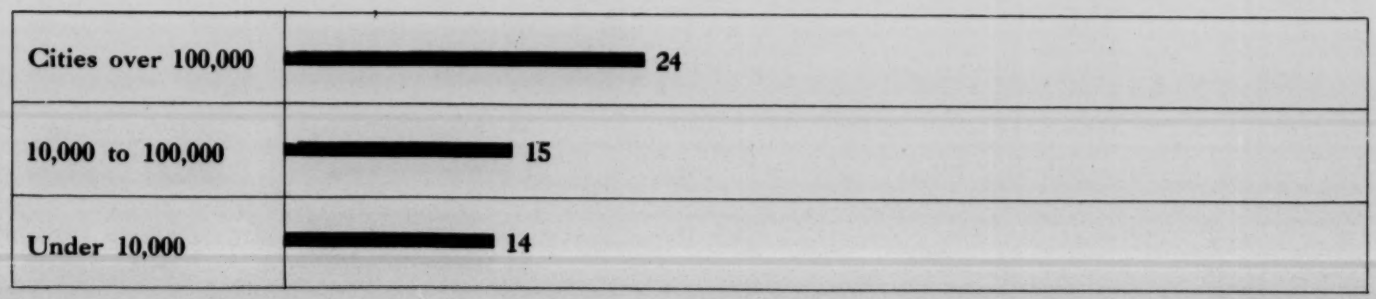
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.











LEIGH, Vivien

October 1941 — January 1942

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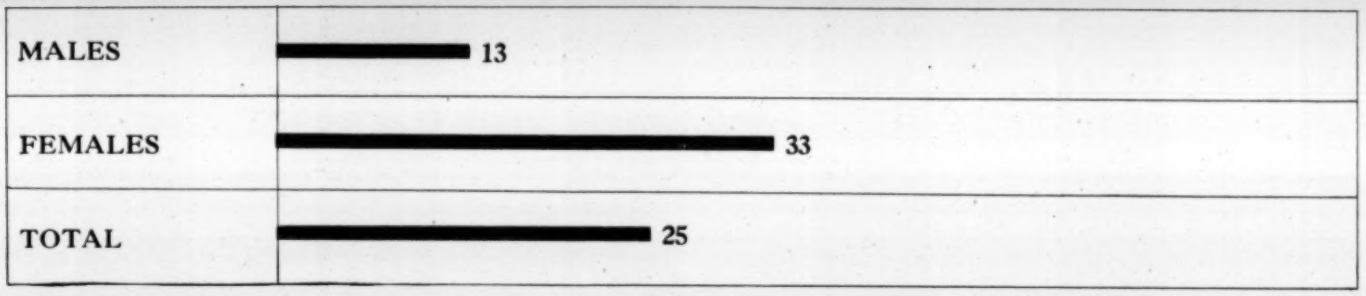

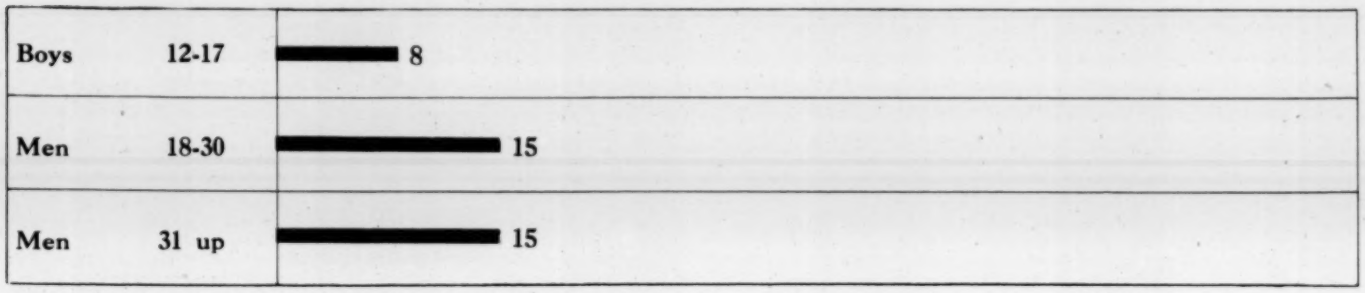

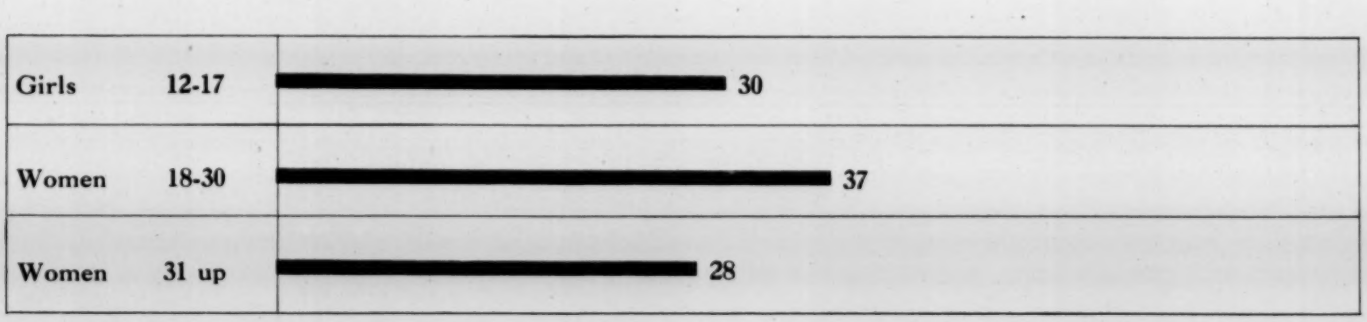

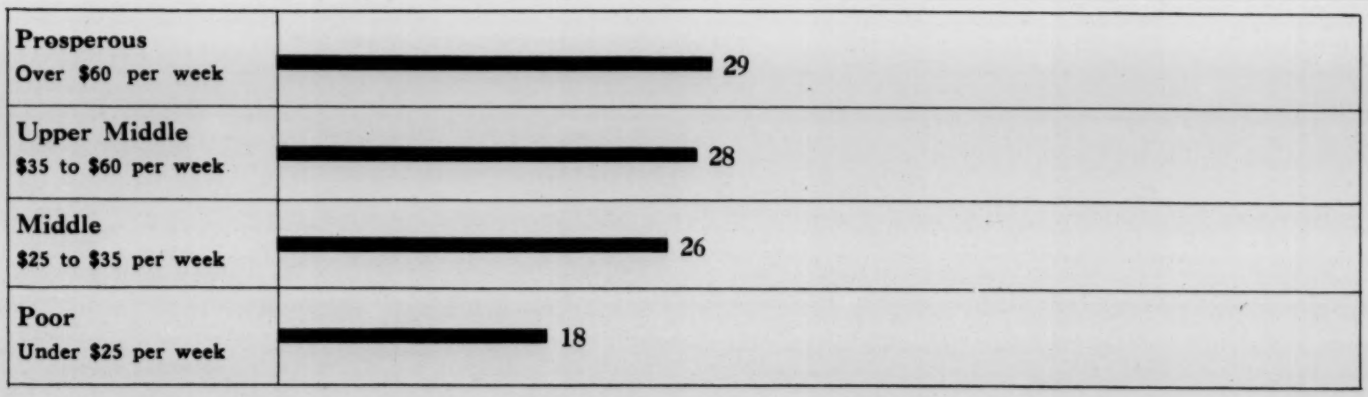

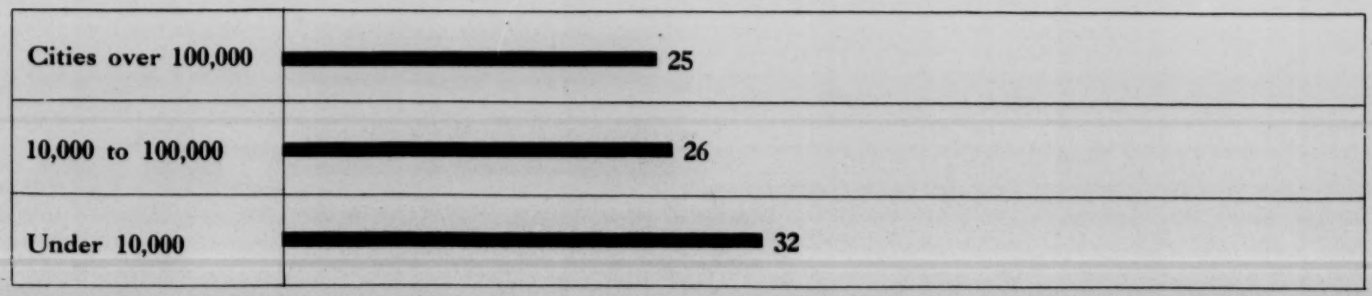

LOY, Myrna

October 1941 — January 1942

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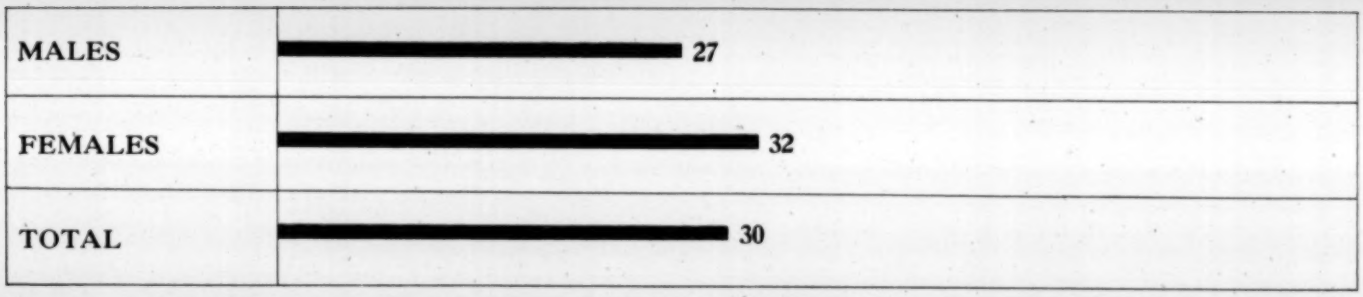
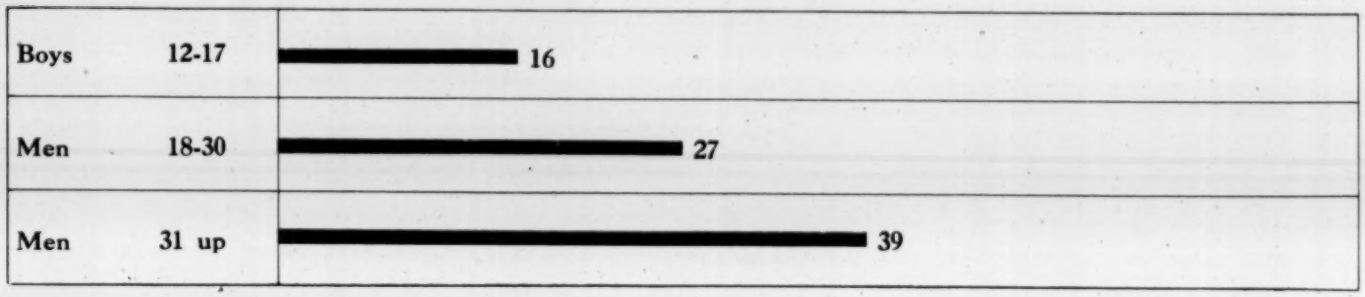
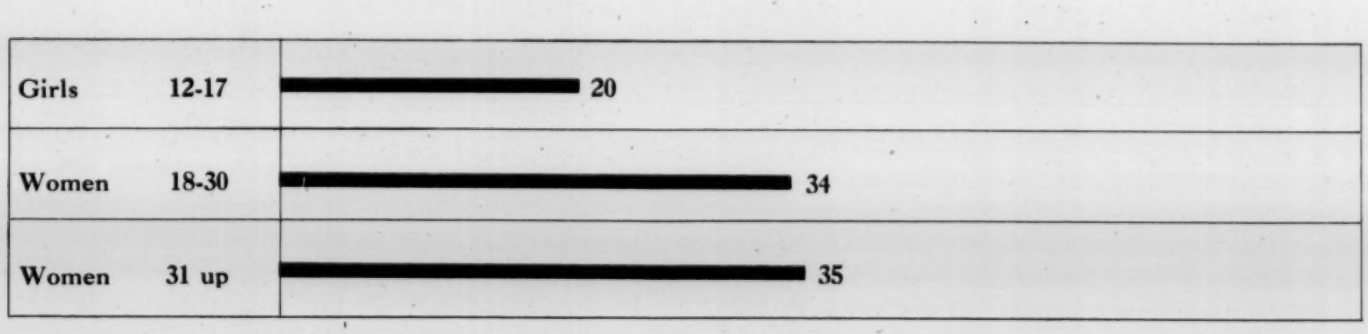
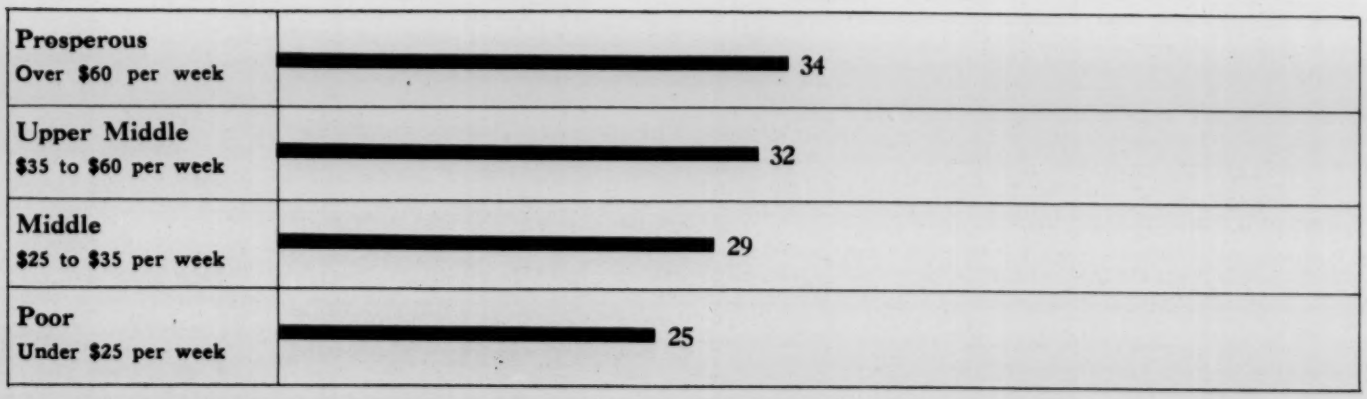
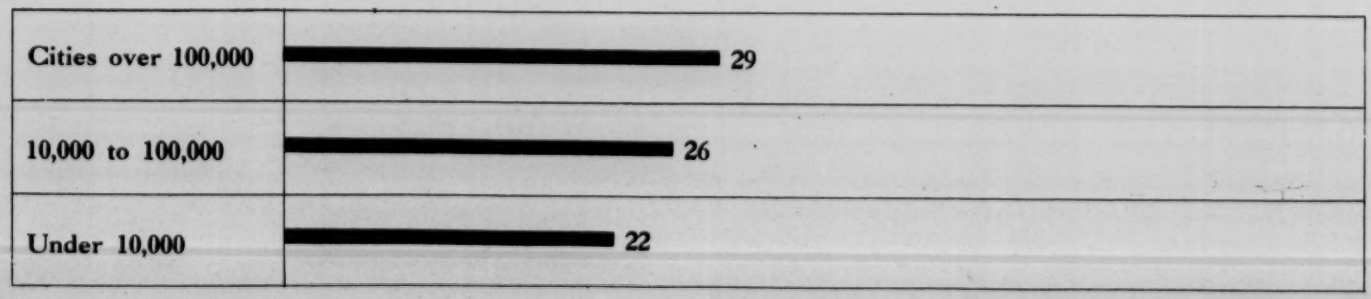










LUPINO, Ida

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	8
FEMALES	10
TOTAL	9

Boys 12-17	9
Men 18-30	8
Men 31 up	6

Girls 12-17	12
Women 18-30	10
Women 31 up	7

Prosperous Over $60 per week	6
Upper Middle $35 to $60 per week	8
Middle $25 to $35 per week	11
Poor Under $25 per week	9

Cities over 100,000	9
10,000 to 100,000	9
Under 10,000	2

LYNN, Jeffrey

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	6
FEMALES	12
TOTAL	9

Boys 12-17	9
Men 18-30	6
Men 31 up	3

Girls 12-17	17
Women 18-30	12
Women 31 up	6

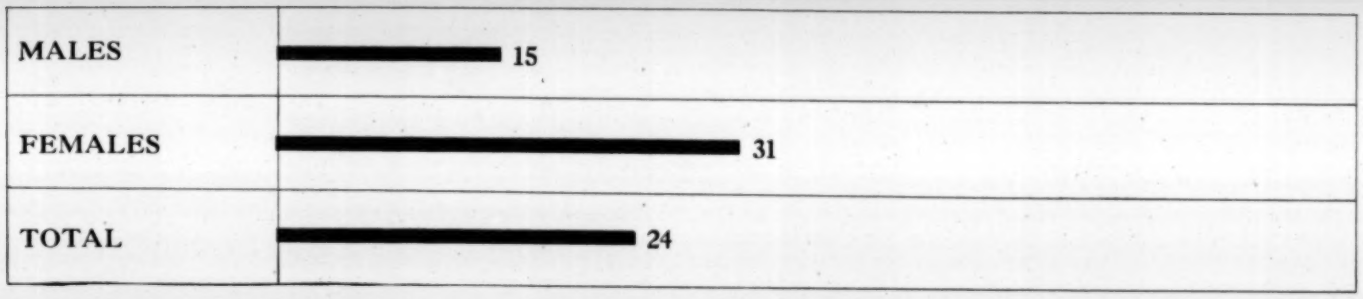
Prosperous Over $60 per week	6
Upper Middle $35 to $60 per week	8
Middle $25 to $35 per week	12
Poor Under $25 per week	9

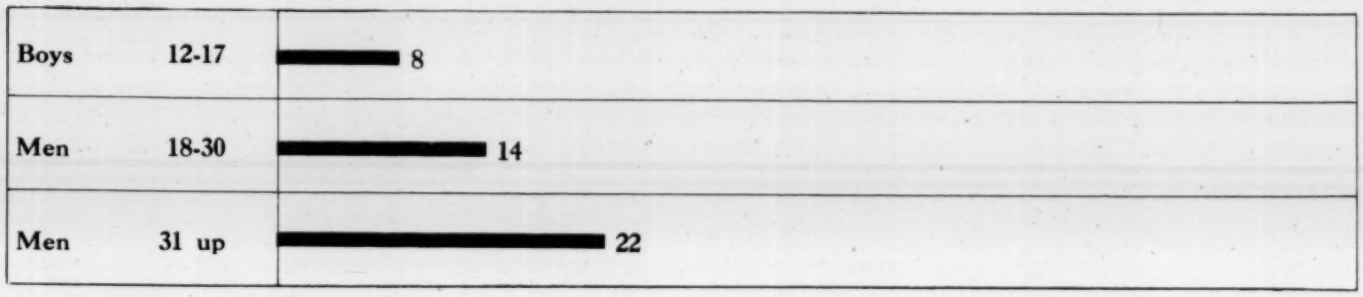
Cities over 100,000	10
10,000 to 100,000	8
Under 10,000	9

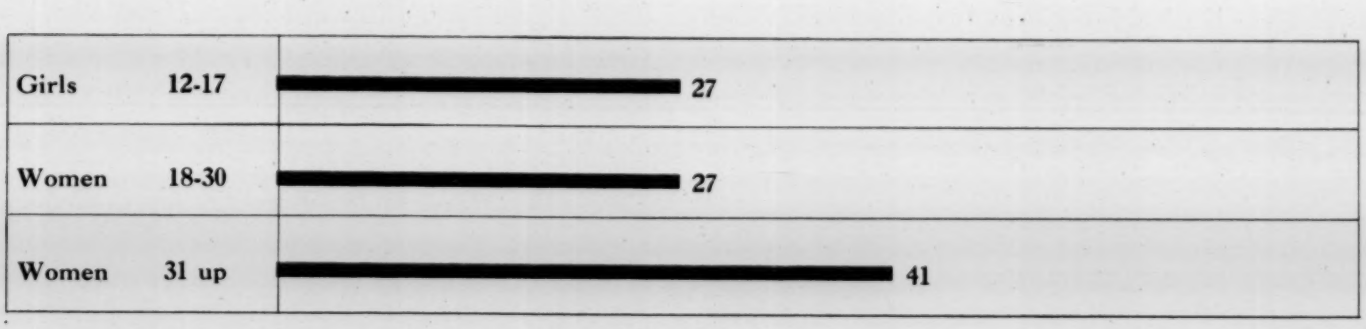
MacDONALD, Jeanette

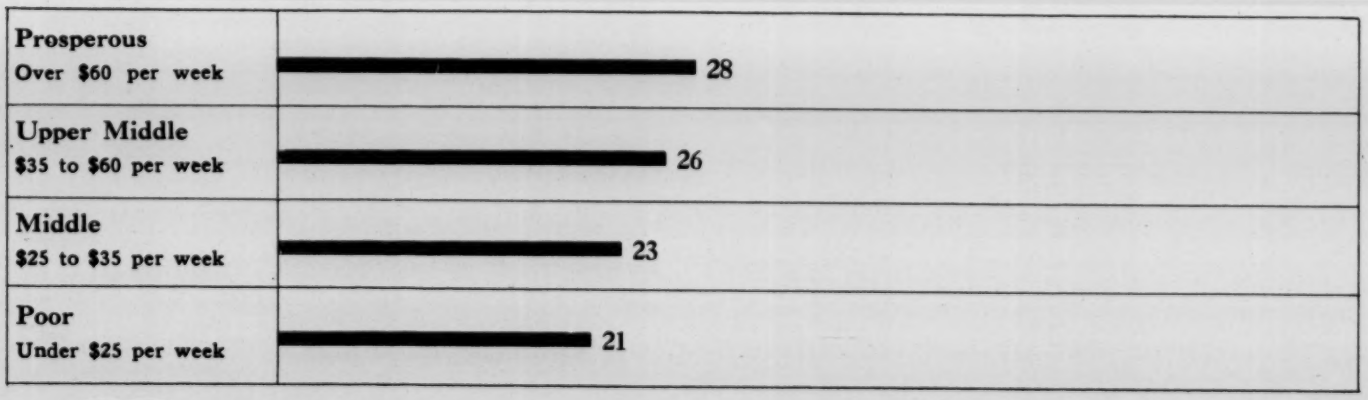
October 1941 — January 1942

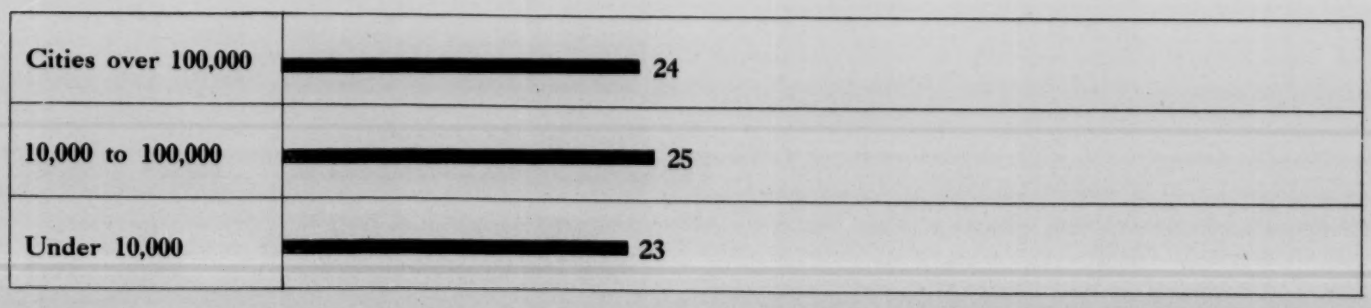
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.







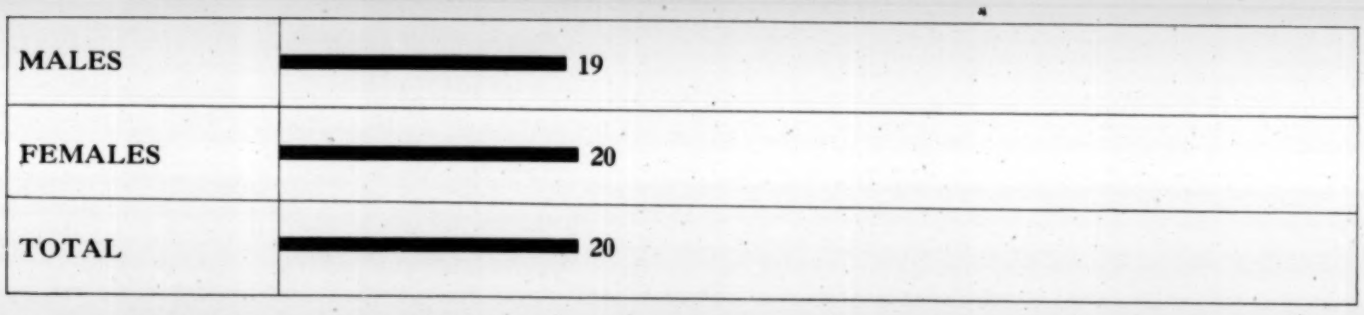


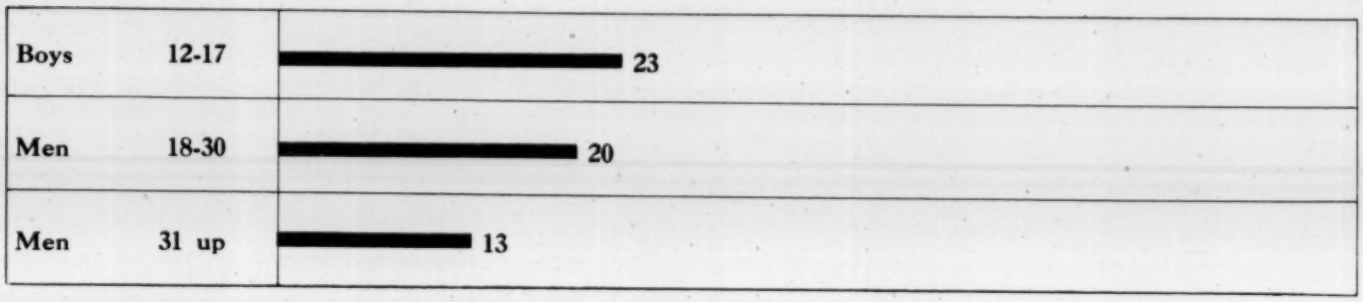


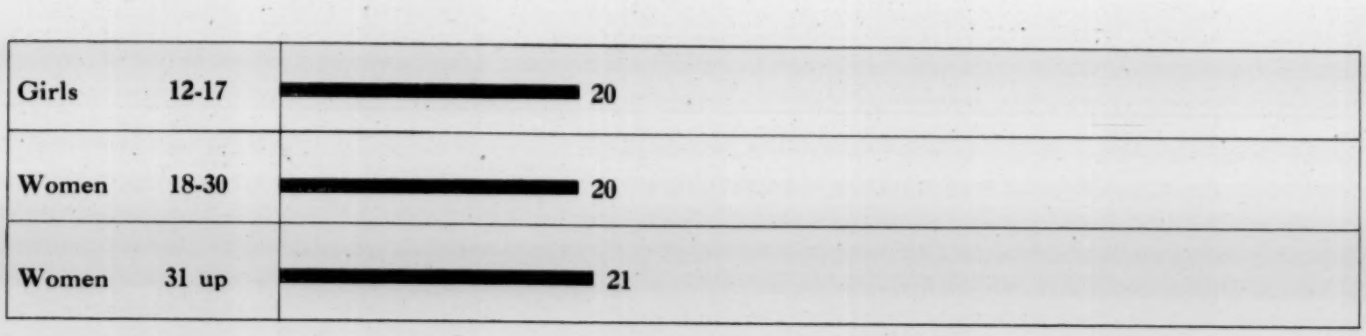
MacMURRAY, Fred

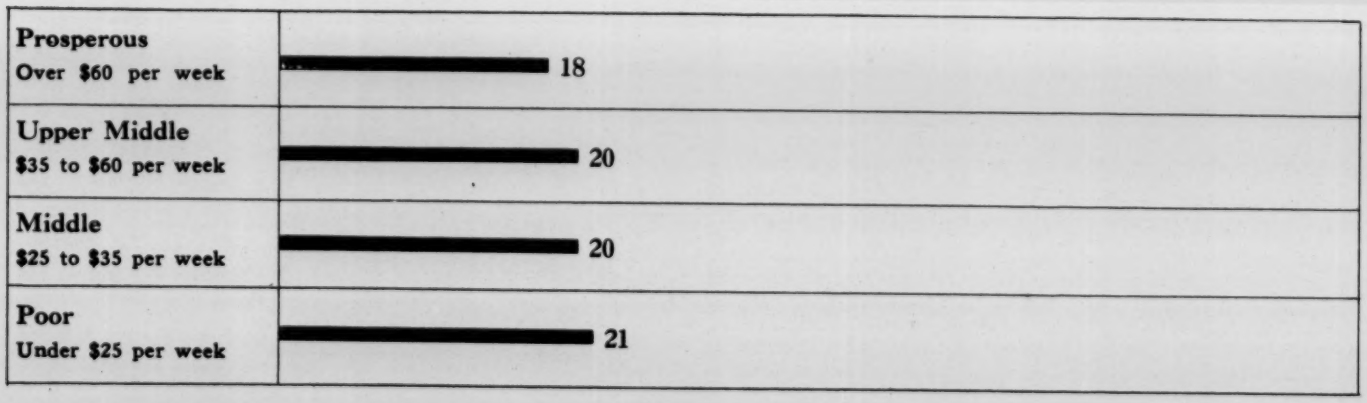
October 1941 — January 1942

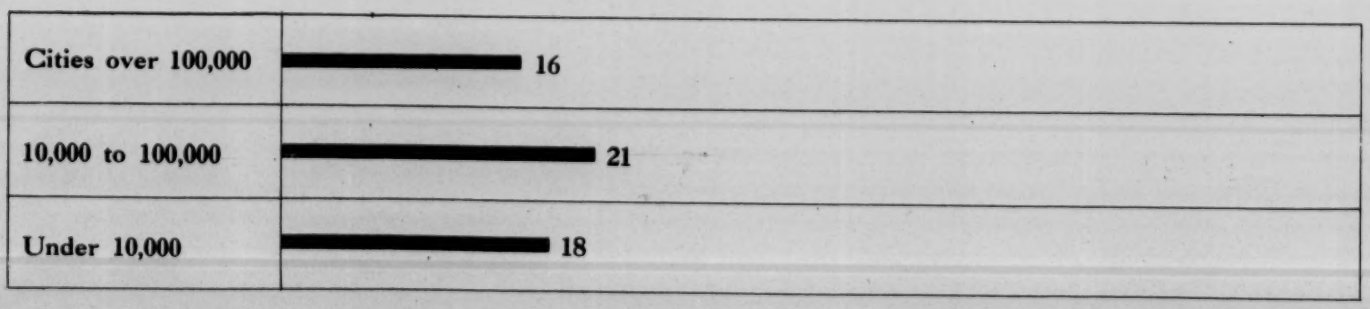
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.







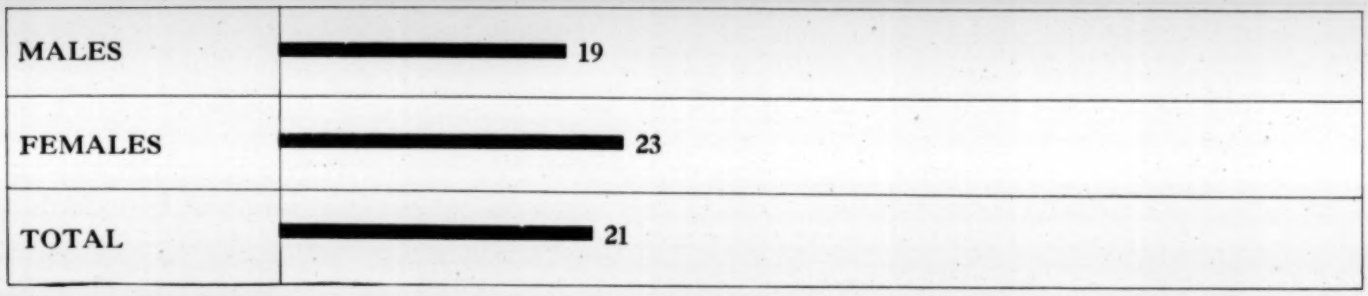


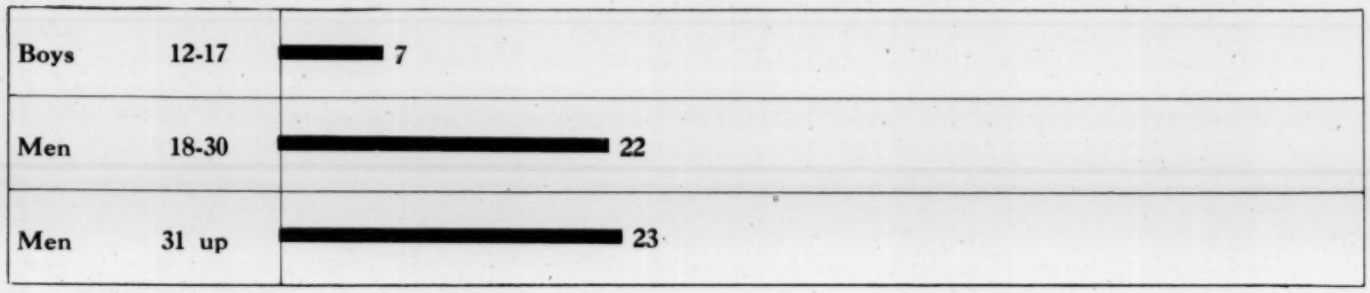


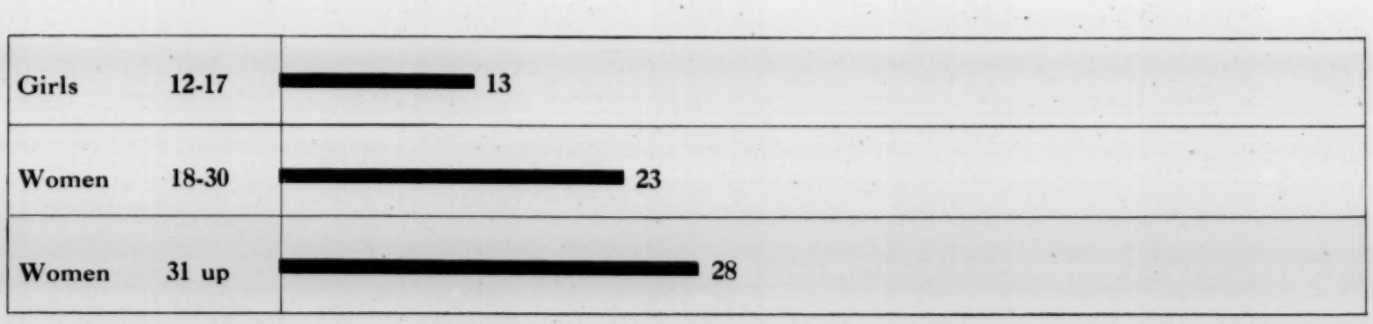
MARCH, Fredric

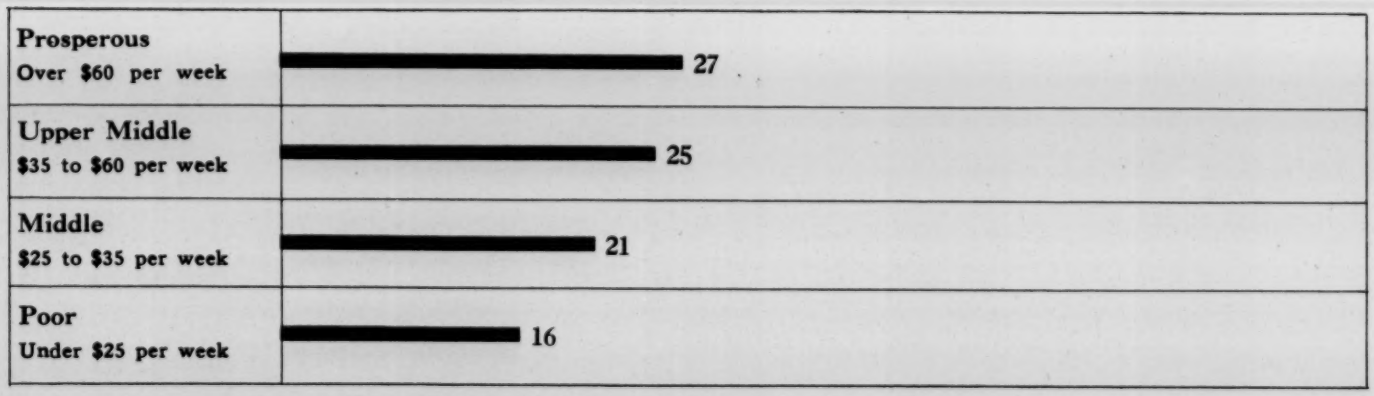
October 1941 — January 1942

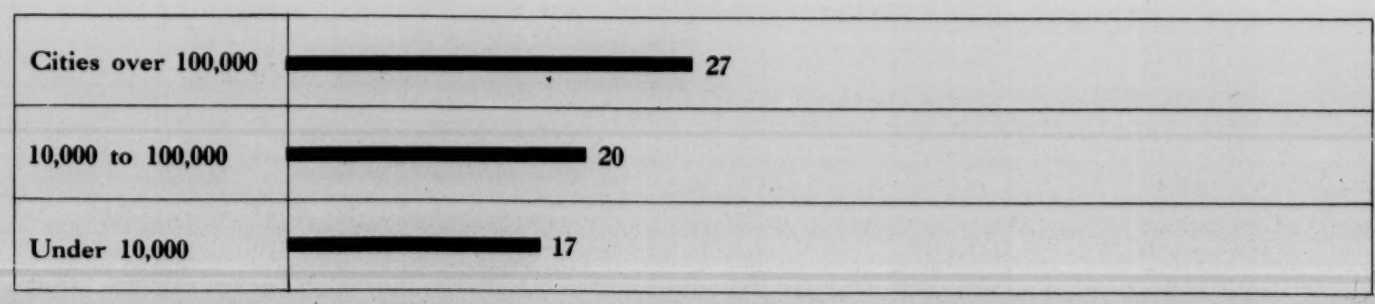
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.











MARSHALL, Herbert

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	9
FEMALES	19
TOTAL	15

Boys 12-17	4
Men 18-30	9
Men 31 up	15

Girls 12-17	8
Women 18-30	20
Women 31 up	25

Prosperous Over $60 per week	21
Upper Middle $35 to $60 per week	16
Middle $25 to $35 per week	14
Poor Under $25 per week	14

Cities over 100,000	20
10,000 to 100,000	6
Under 10,000	14

MARTIN, Mary

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	10
FEMALES	7
TOTAL	8

Boys 12-17	7
Men 18-30	14
Men 31 up	6

Girls 12-17	13
Women 18-30	6
Women 31 up	5

Prosperous Over $60 per week	10
Upper Middle $35 to $60 per week	7
Middle $25 to $35 per week	8
Poor Under $25 per week	11

Cities over 100,000	6
10,000 to 100,000	12
Under 10,000	10

McCREA, Joel

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	10
FEMALES	7
TOTAL	9

Boys 12-17	9
Men 18-30	11
Men 31 up	8

Girls 12-17	7
Women 18-30	8
Women 31 up	6

Prosperous Over $60 per week	6
Upper Middle $35 to $60 per week	9
Middle $25 to $35 per week	8
Poor Under $25 per week	9

Cities over 100,000	9
10,000 to 100,000	8
Under 10,000	4

MILLAND, Ray

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	9
FEMALES	17
TOTAL	14

Boys 12-17	11
Men 18-30	9
Men 31 up	7

Girls 12-17	20
Women 18-30	19
Women 31 up	11

Prosperous Over $60 per week	14
Upper Middle $35 to $60 per week	15
Middle $25 to $35 per week	14
Poor Under $25 per week	12

Cities over 100,000	14
10,000 to 100,000	13
Under 10,000	12

MONTGOMERY, Robert

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	21
FEMALES	26
TOTAL	24

Boys 12-17	12
Men 18-30	20
Men 31 up	31

Girls 12-17	18
Women 18-30	27
Women 31 up	30

Prosperous Over $60 per week	34
Upper Middle $35 to $60 per week	27
Middle $25 to $35 per week	22
Poor Under $25 per week	18

Cities over 100,000	27
10,000 to 100,000	17
Under 10,000	28

MORGAN, Dennis

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	3
FEMALES	10
TOTAL	7

Boys	12-17	7
Men	18-30	3
Men	31 up	1

Girls	12-17	20
Women	18-30	10
Women	31 up	4

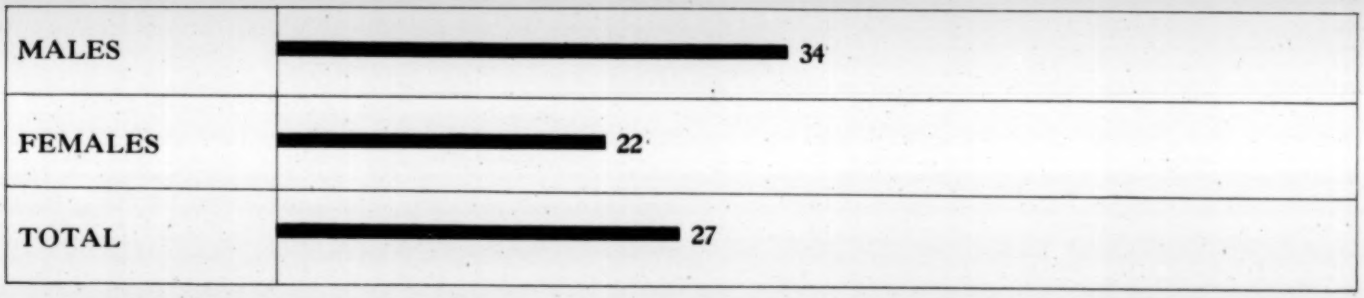
Prosperous Over $60 per week	5
Upper Middle $35 to $60 per week	8
Middle $25 to $35 per week	8
Poor Under $25 per week	8

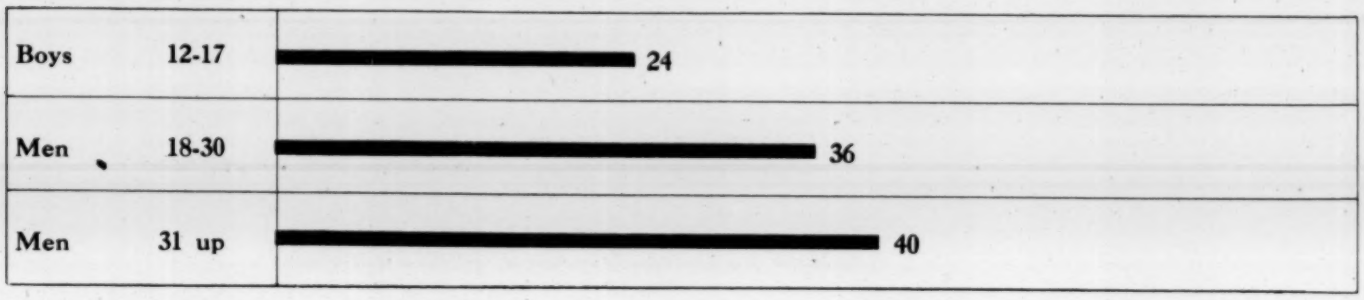
Cities over 100,000	7
10,000 to 100,000	8
Under 10,000	6

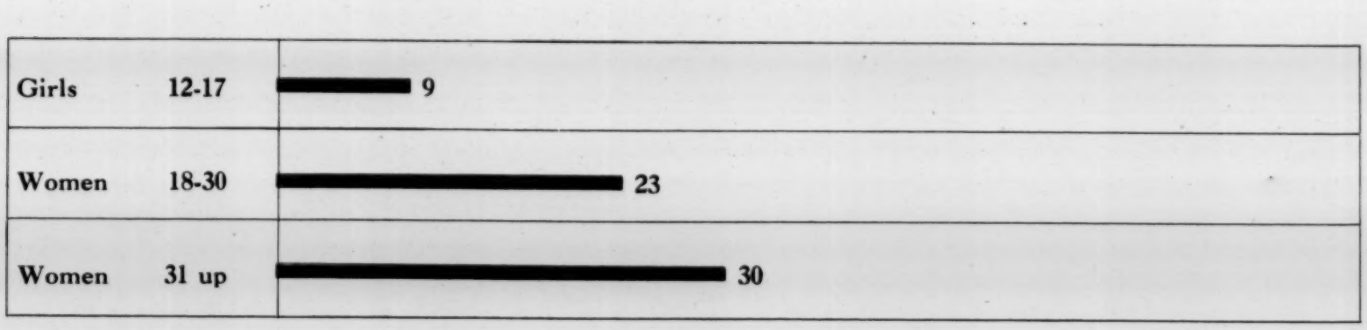
MUNI. Paul

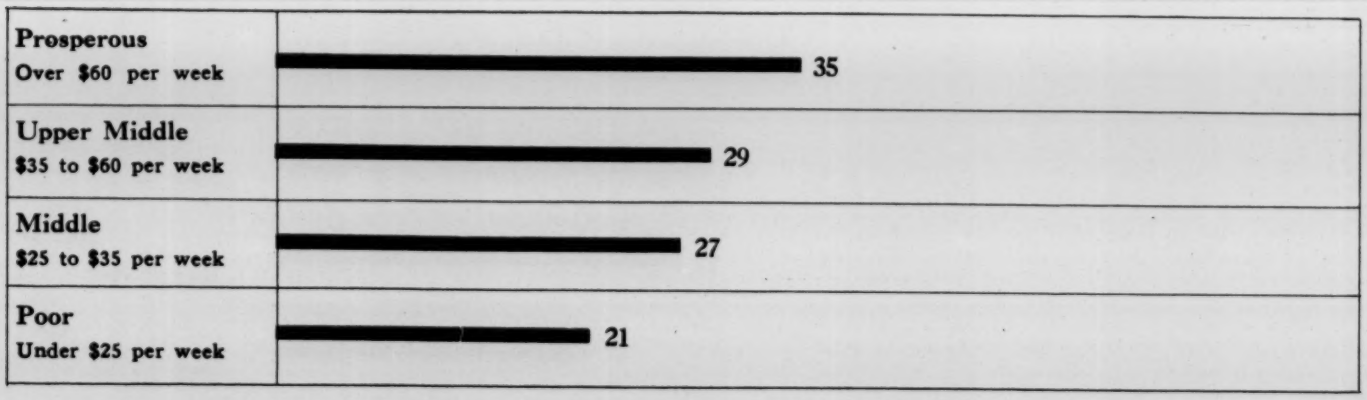
October 1941 — January 1942

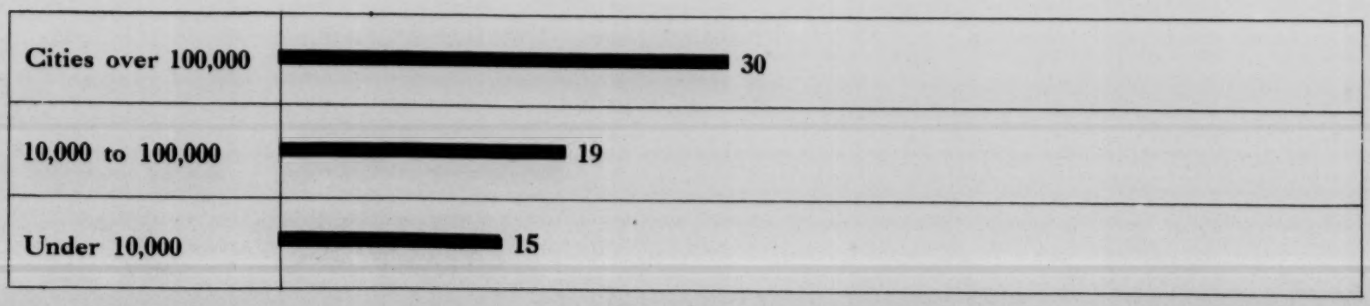
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.











MURPHY, George

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	5
FEMALES	6
TOTAL	6

Boys 12-17	7
Men 18-30	6
Men 31 up	2

Girls 12-17	8
Women 18-30	6
Women 31 up	4

Prosperous Over $60 per week	3
Upper Middle $35 to $60 per week	6
Middle $25 to $35 per week	6
Poor Under $25 per week	6

Cities over 100,000	5
10,000 to 100,000	2
Under 10,000	6

1

NEAGLE, Anna

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	6
FEMALES	7
TOTAL	6

Boys	12-17	4
Men	18-30	6
Men	31 up	6

Girls	12-17	8
Women	18-30	7
Women	31 up	6

Prosperous Over $60 per week	5
Upper Middle $35 to $60 per week	6
Middle $25 to $35 per week	8
Poor Under $25 per week	5

Cities over 100,000	8
10,000 to 100,000	7
Under 10,000	1

OAKIE, Jack

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	20
FEMALES	7
TOTAL	12

Boys 12-17	32
Men 18-30	17
Men 31 up	16

Girls 12-17	10
Women 18-30	7
Women 31 up	6

Prosperous Over $60 per week	9
Upper Middle $35 to $60 per week	11
Middle $25 to $35 per week	13
Poor Under $25 per week	17

Cities over 100,000	12
10,000 to 100,000	15
Under 10,000	10

OBERON, Merle

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	4
FEMALES	12
TOTAL	8

Boys 12-17	3
Men 18-30	5
Men 31 up	3

Girls 12-17	9
Women 18-30	13
Women 31 up	12

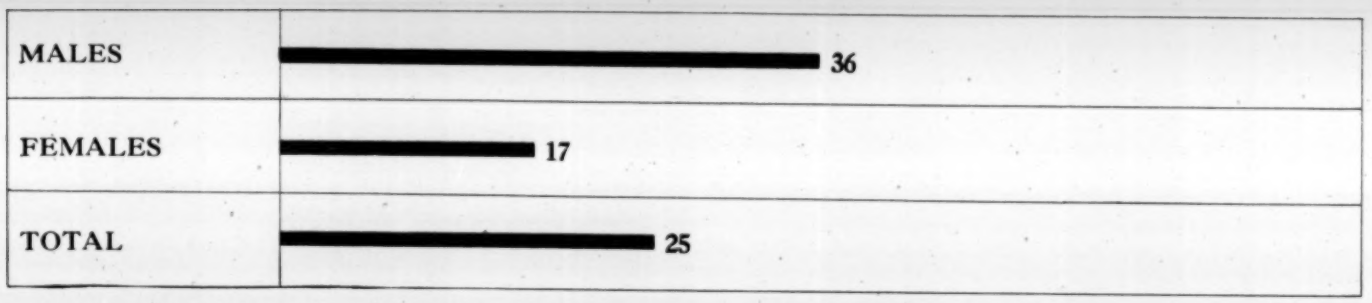
Prosperous Over $60 per week	7
Upper Middle $35 to $60 per week	9
Middle $25 to $35 per week	9
Poor Under $25 per week	9

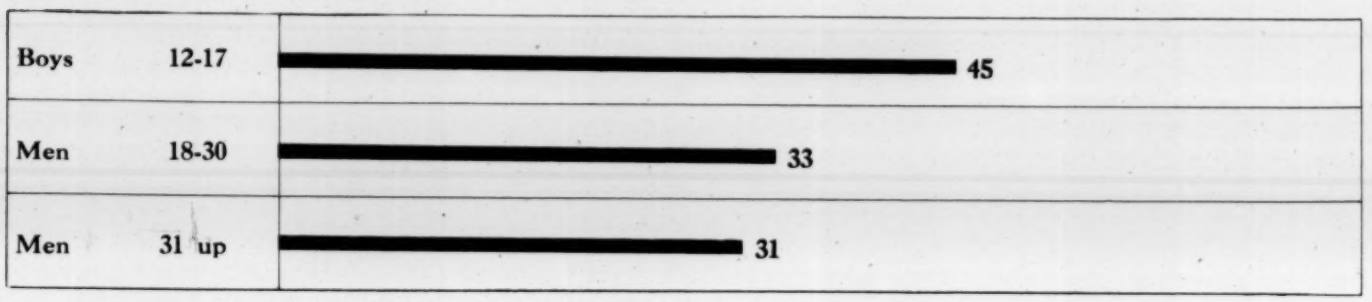
Cities over 100,000	12
10,000 to 100,000	10
Under 10,000	8

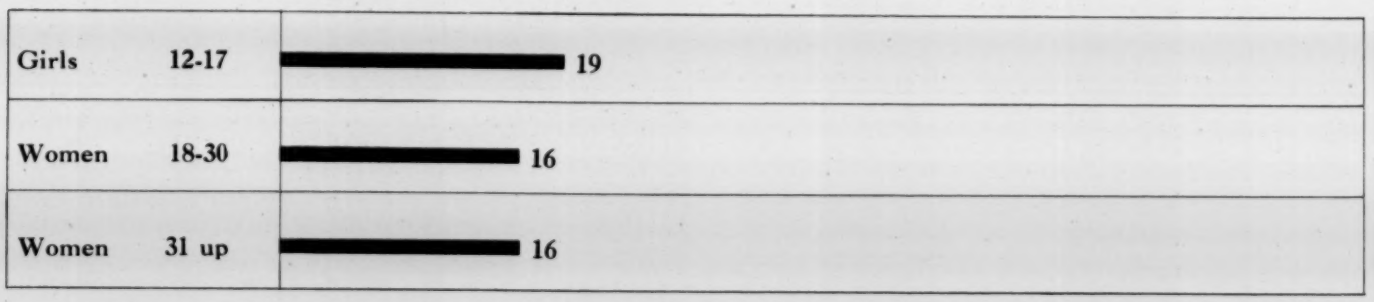
O'BRIEN, Pat

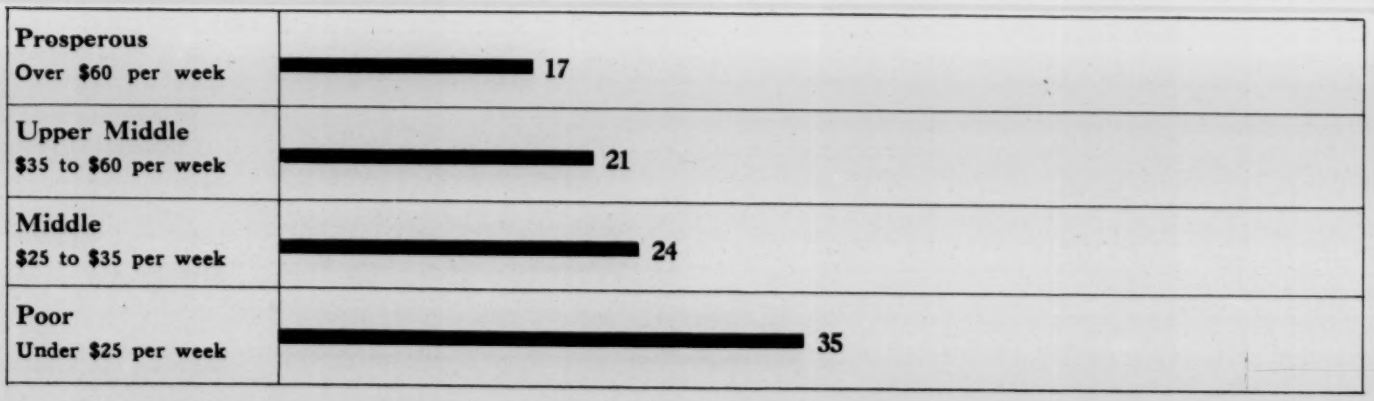
October 1941 — January 1942

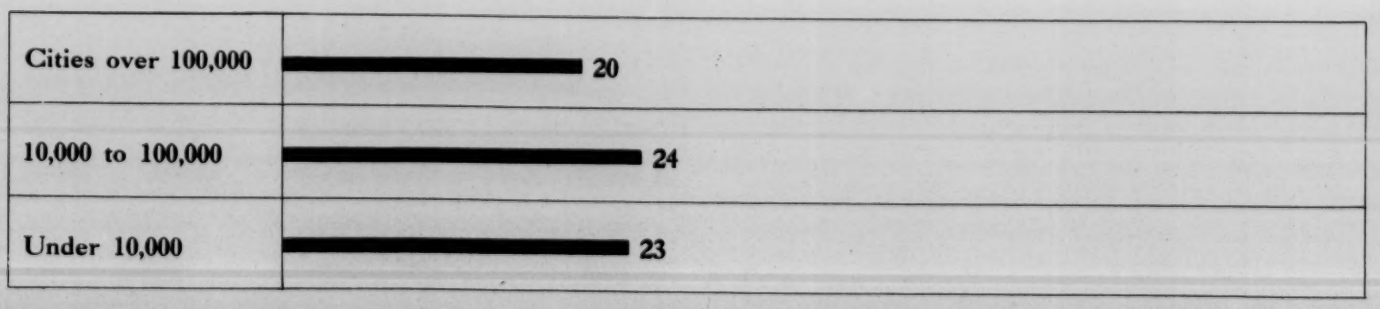
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.











OLIVIER, Laurence

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	6
FEMALES	19
TOTAL	14

Boys 12-17	4
Men 18-30	6
Men 31 up	7

Girls 12-17	16
Women 18-30	22
Women 31 up	15

Prosperous Over $60 per week	18
Upper Middle $35 to $60 per week	16
Middle $25 to $35 per week	13
Poor Under $25 per week	7

Cities over 100,000	16
10,000 to 100,000	15
Under 10,000	6

PAYNE, John

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	9
FEMALES	12
TOTAL	11

Boys 12-17	14
Men 18-30	9
Men 31 up	3

Girls 12-17	25
Women 18-30	11
Women 31 up	4

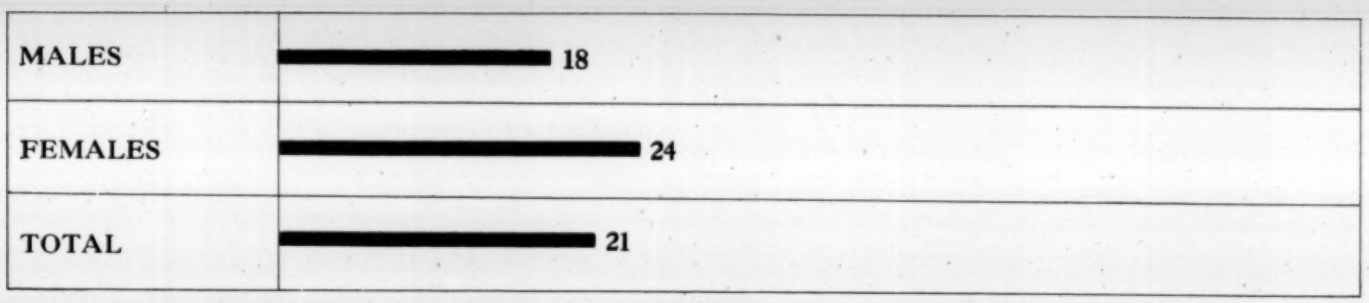
Prosperous Over $60 per week	9
Upper Middle $35 to $60 per week	10
Middle $25 to $35 per week	10
Poor Under $25 per week	14

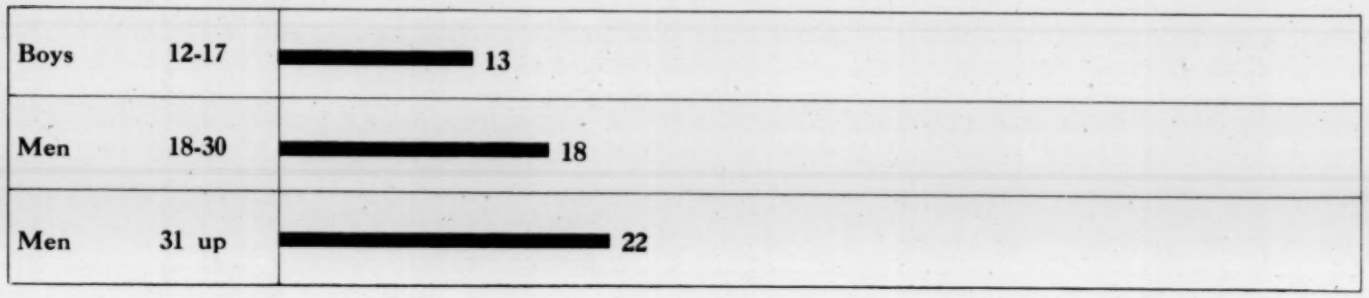
Cities over 100,000	11
10,000 to 100,000	17
Under 10,000	9

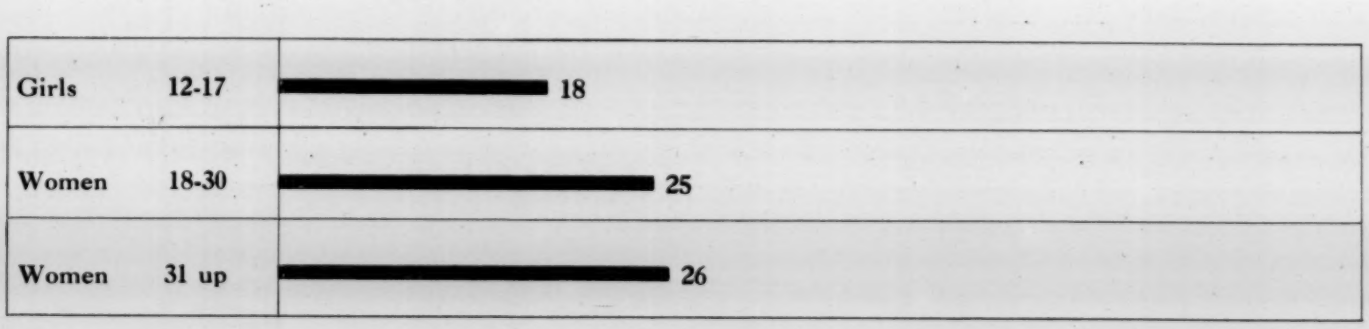
PIDGEON, Walter

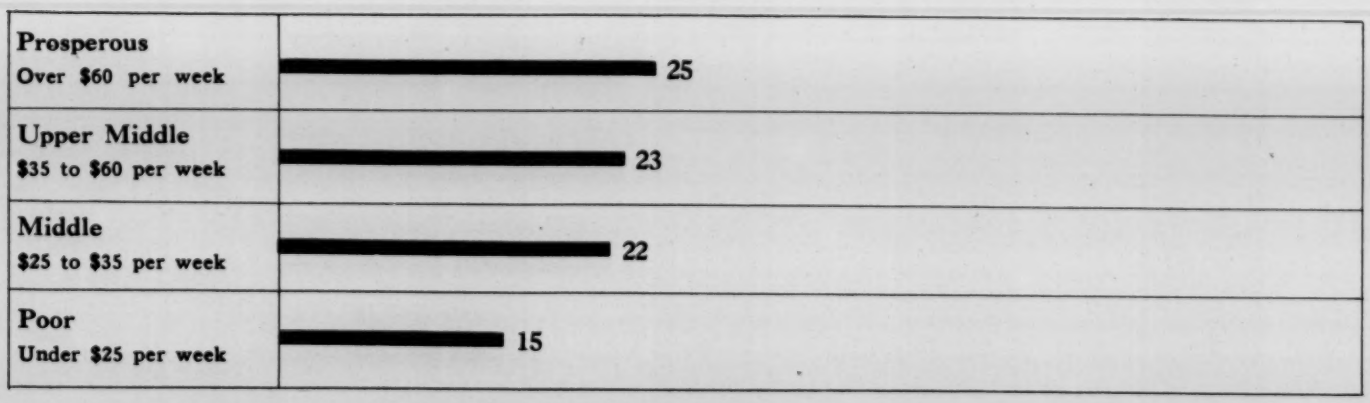
October 1941 — January 1942

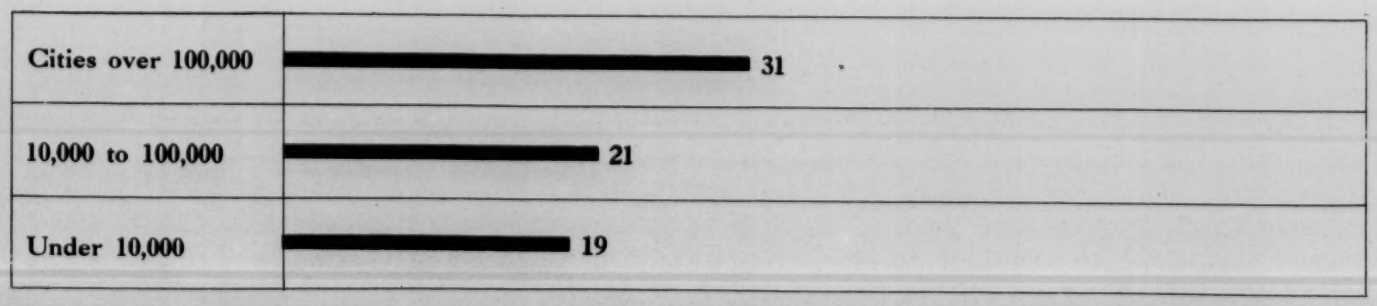
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.











POWELL, Dick

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	8
FEMALES	11
TOTAL	10

Boys	12-17	7
Men	18-30	7
Men	31 up	10

Girls	12-17	15
Women	18-30	9
Women	31 up	13

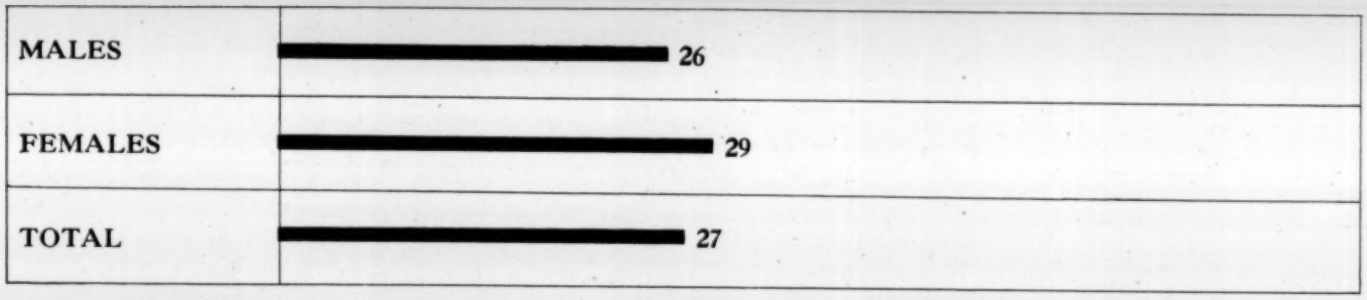
Prosperous Over $60 per week	7
Upper Middle $35 to $60 per week	9
Middle $25 to $35 per week	9
Poor Under $25 per week	14

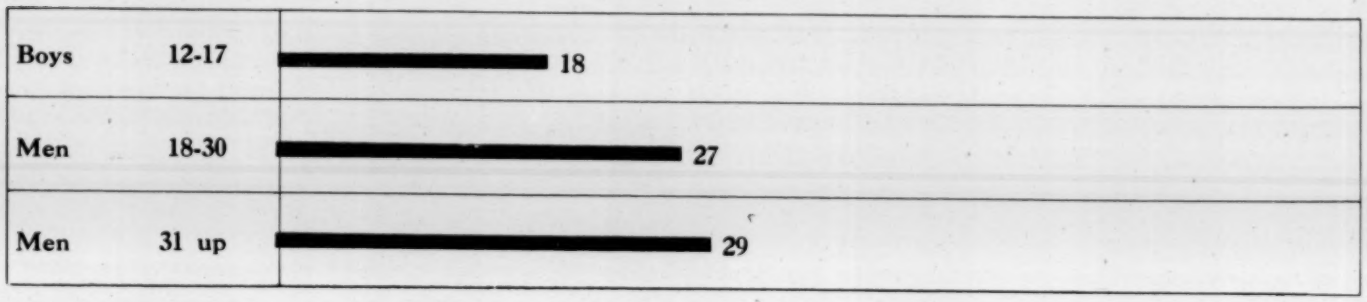
Cities over 100,000	9
10,000 to 100,000	13
Under 10,000	11

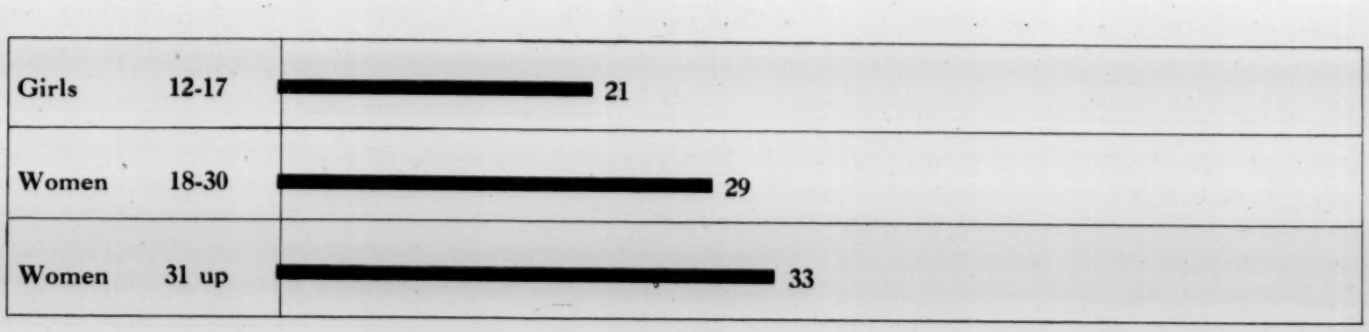
POWELL, William

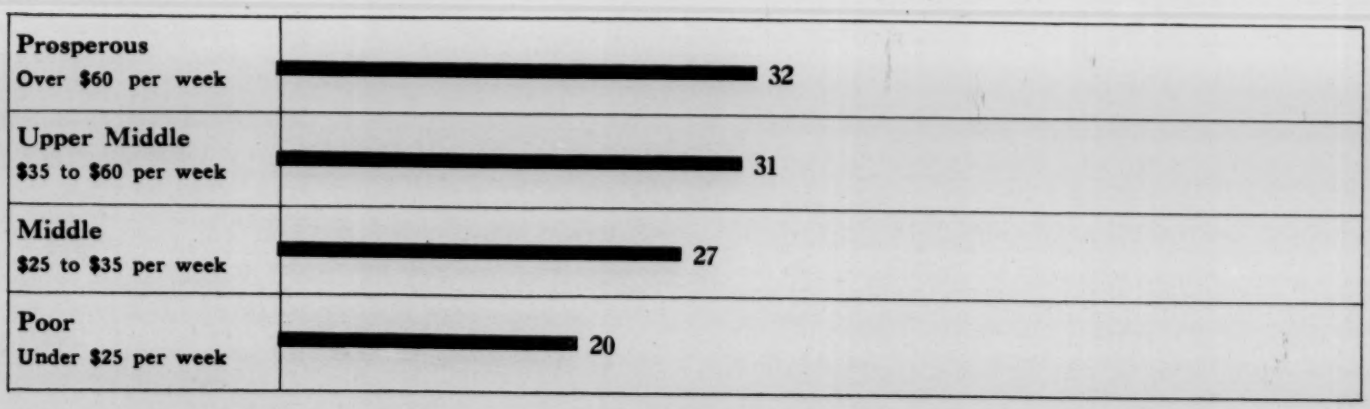
October 1941 — January 1942

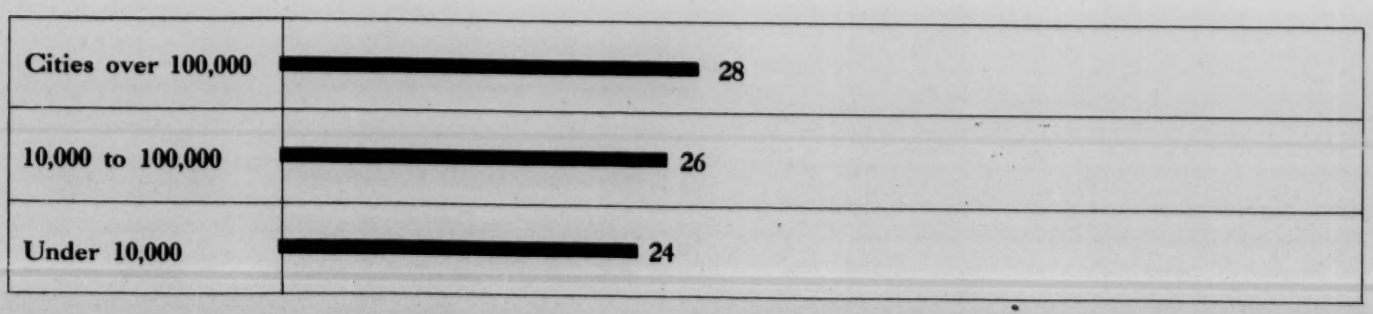
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.







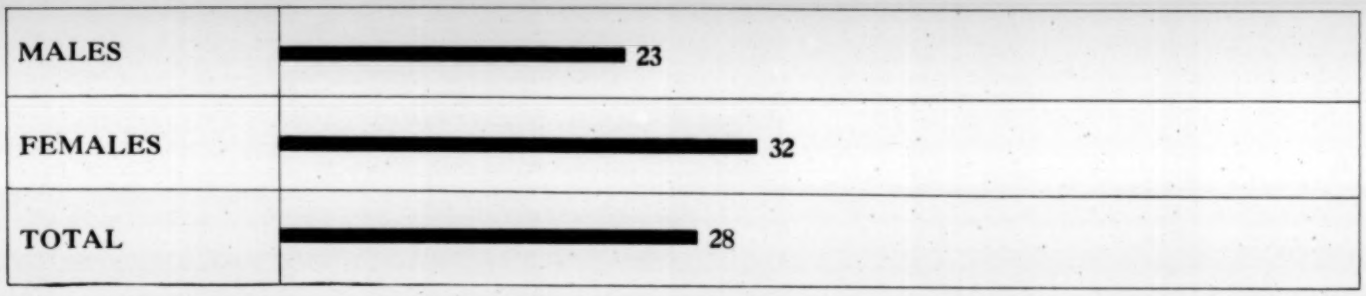


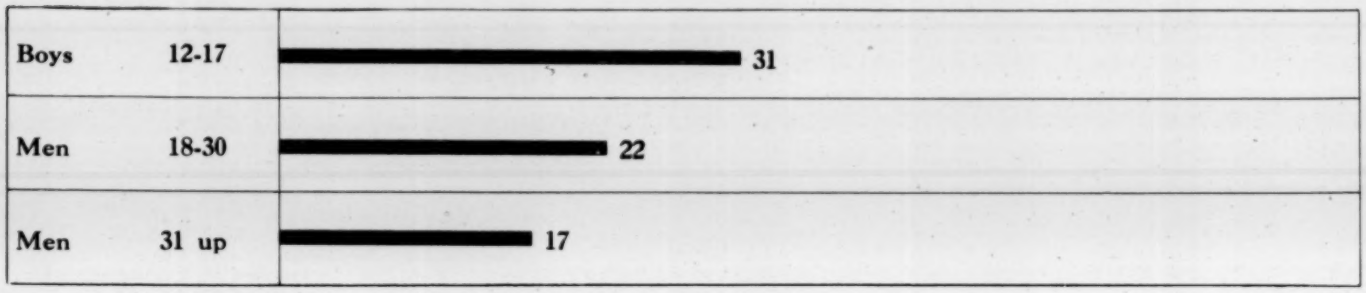


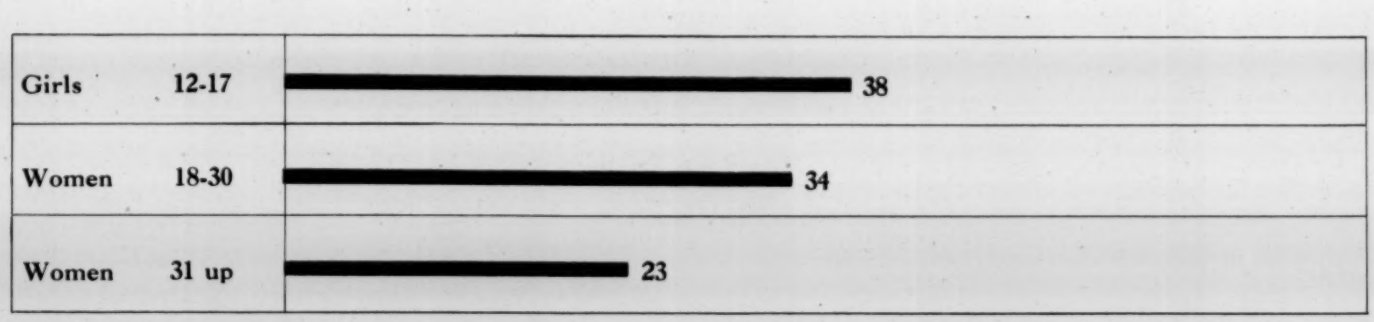
POWER, Tyrone

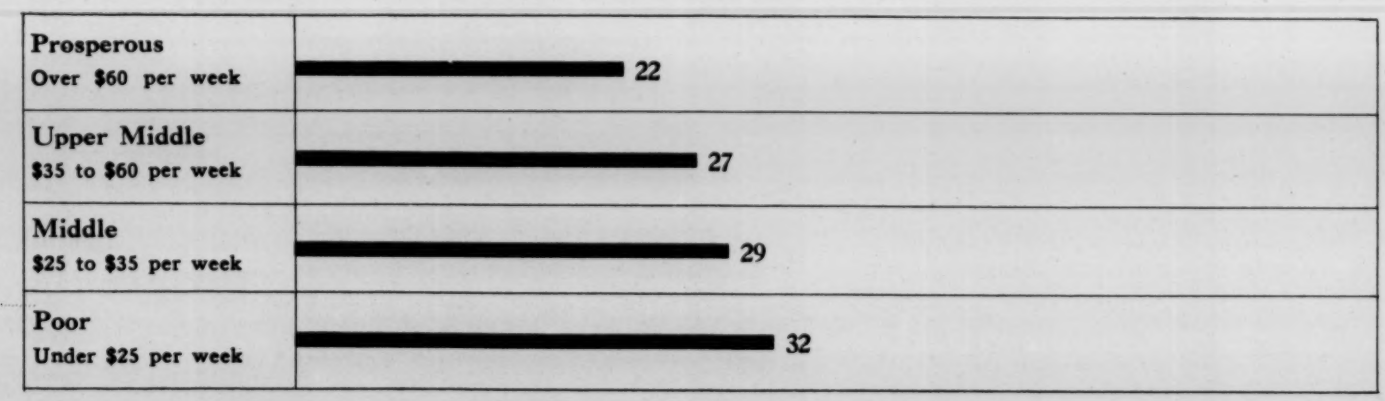
October 1941 — January 1942

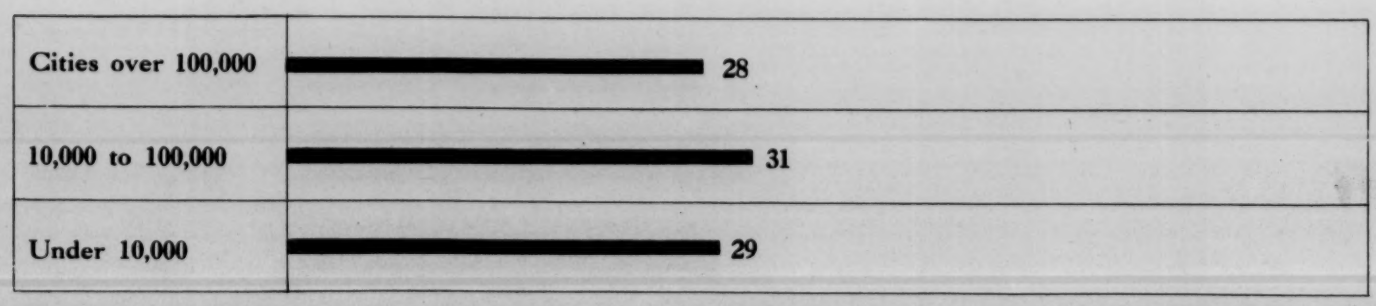
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.







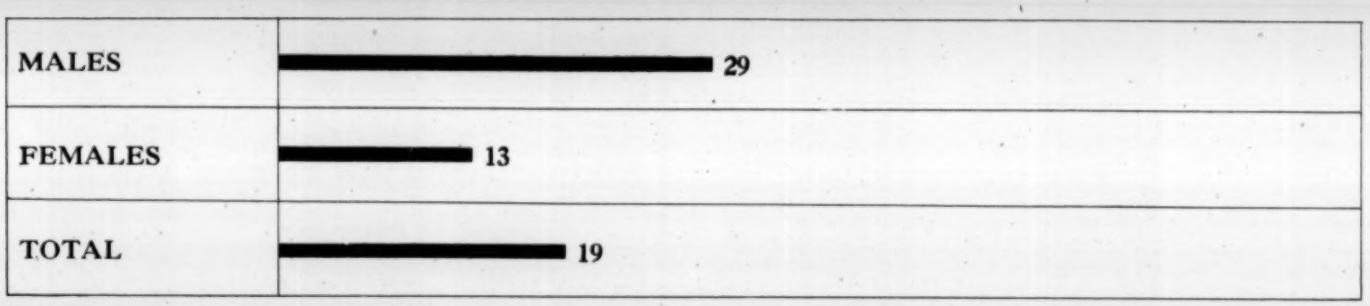


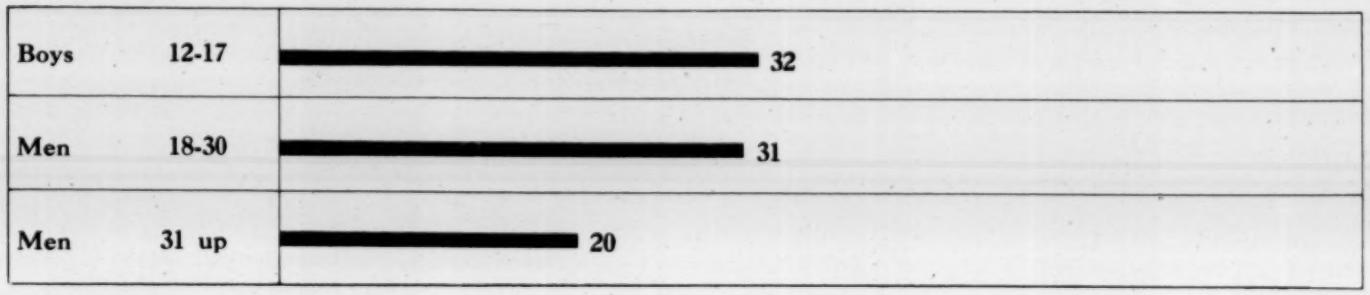


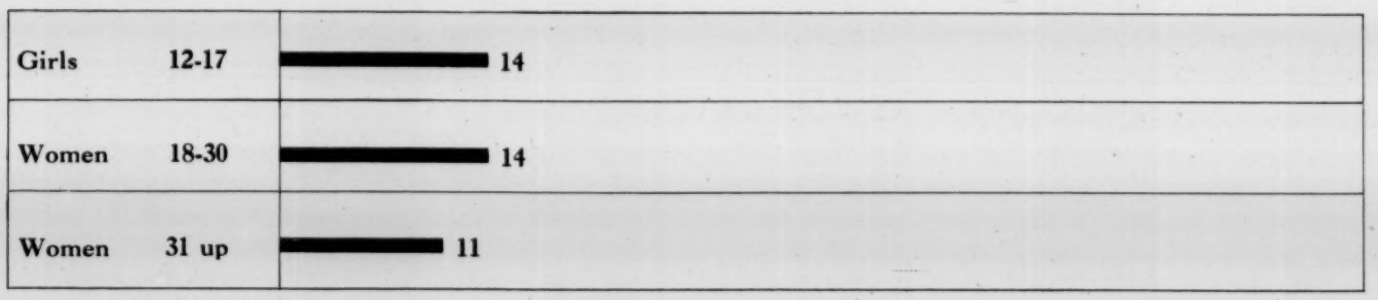
RAFT, George

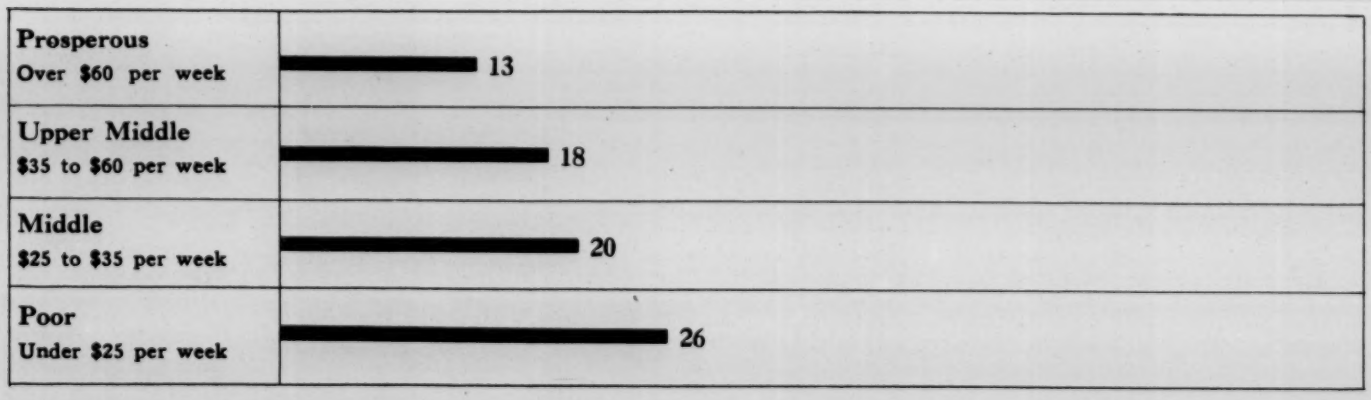
October 1941 — January 1942

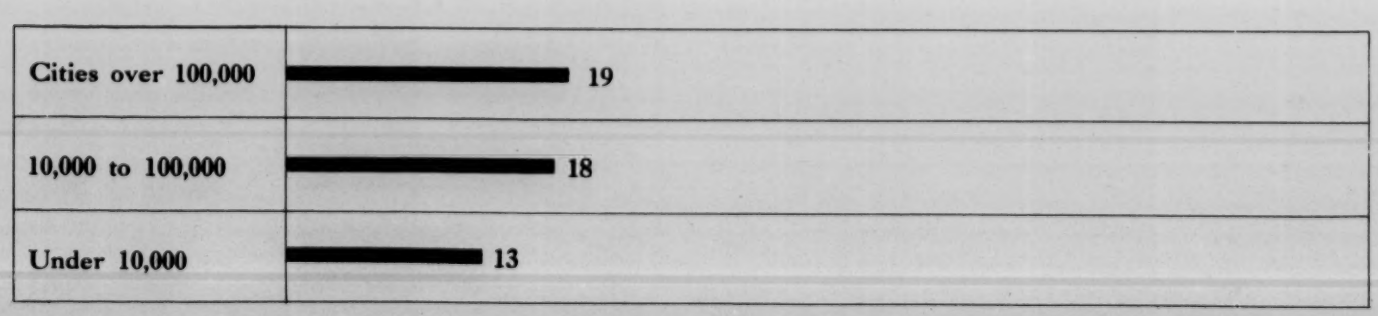
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.











RATHBONE, Basil

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	16
FEMALES	8
TOTAL	11

Boys 12-17	21
Men 18-30	13
Men 31 up	15

Girls 12-17	9
Women 18-30	7
Women 31 up	9

Prosperous Over $60 per week	17
Upper Middle $35 to $60 per week	11
Middle $25 to $35 per week	9
Poor Under $25 per week	12

Cities over 100,000	13
10,000 to 100,000	11
Under 10,000	5

REAGAN, Ronald

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	10
FEMALES	11
TOTAL	10

Boys 12-17	17
Men 18-30	9
Men 31 up	3

Girls 12-17	20
Women 18-30	10
Women 31 up	6

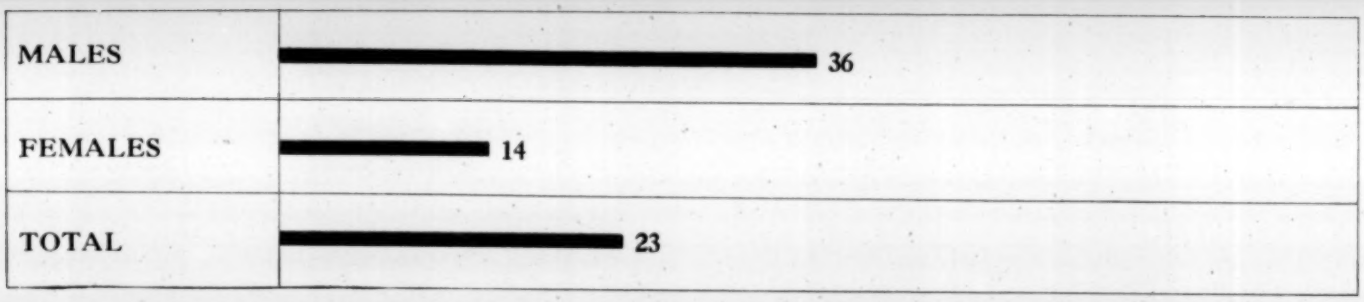
Prosperous Over $60 per week	11
Upper Middle $35 to $60 per week	11
Middle $25 to $35 per week	8
Poor Under $25 per week	12

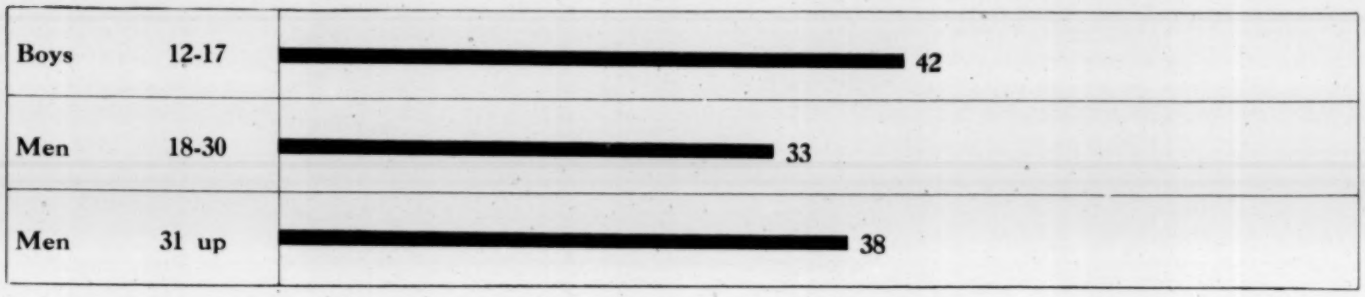
Cities over 100,000	9
10,000 to 100,000	13
Under 10,000	13

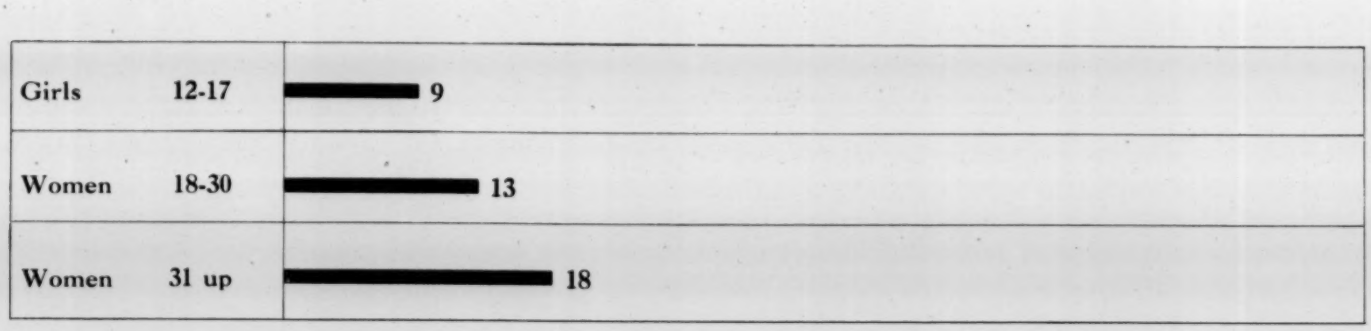
ROBINSON, Edward G.

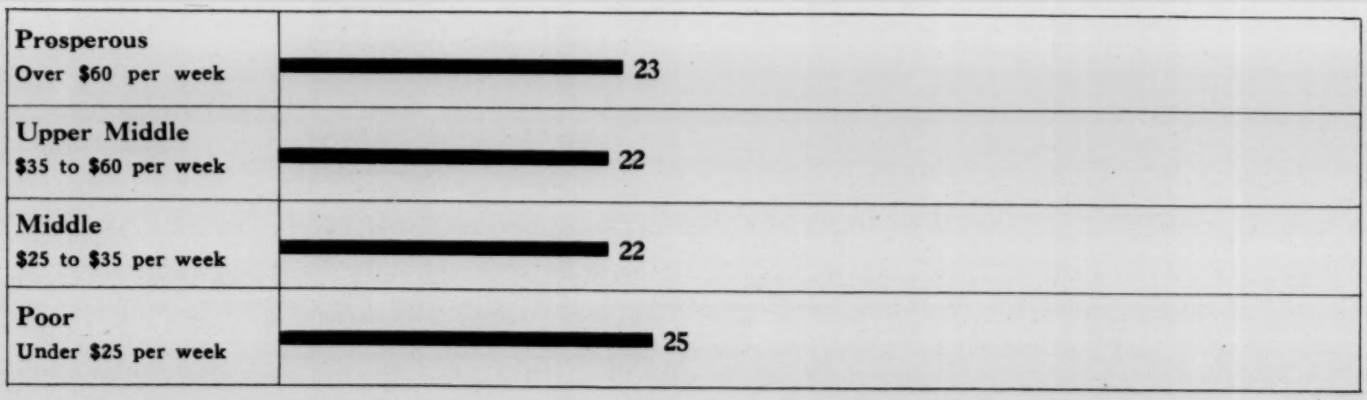
October 1941 — January 1942

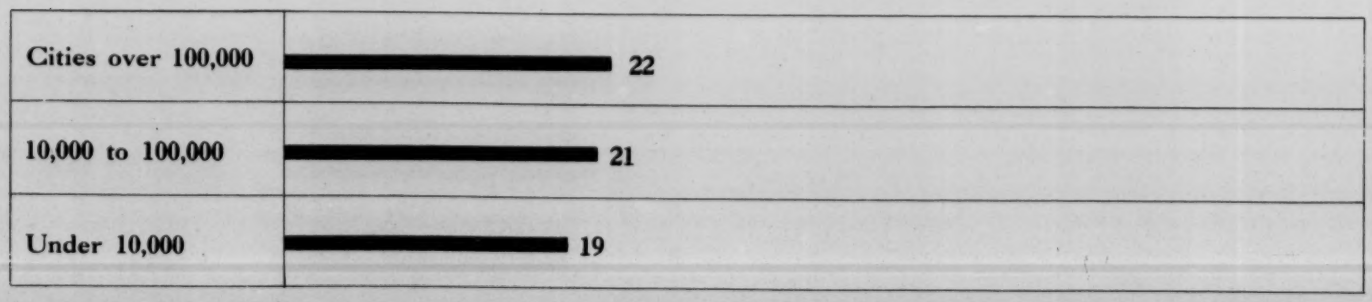
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.







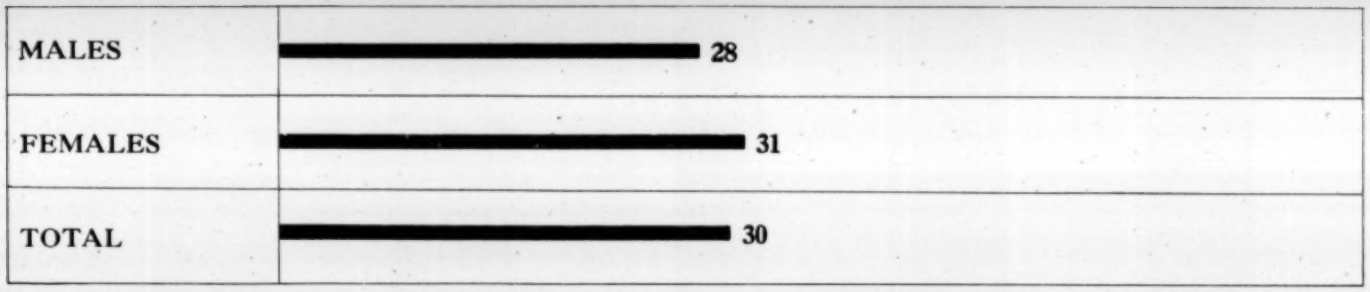


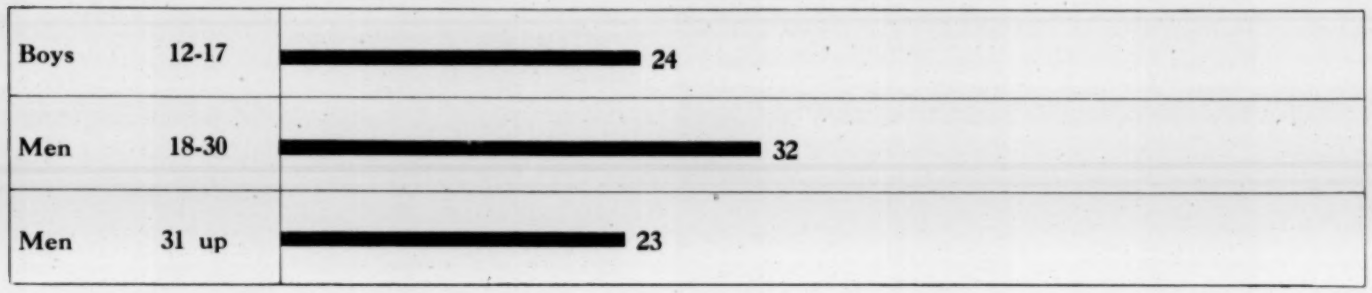


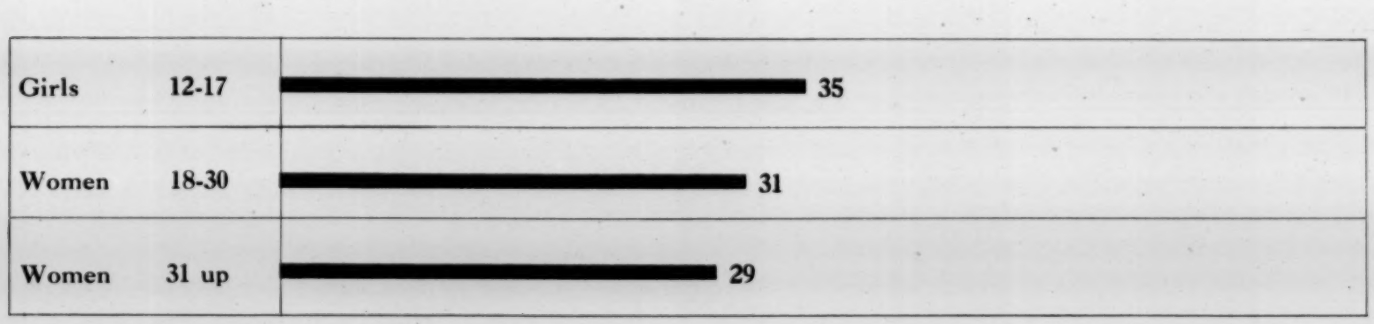
ROGERS, Ginger

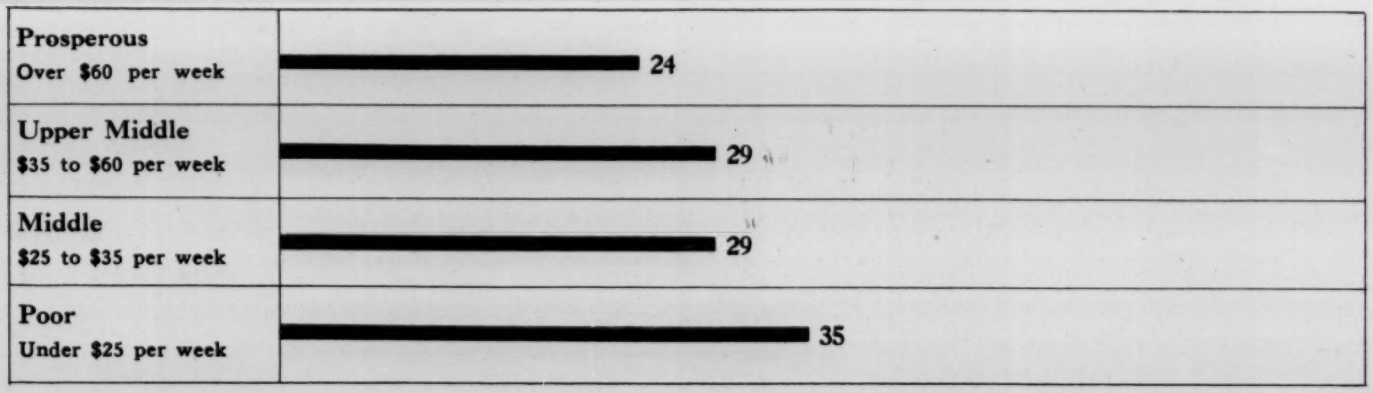
October 1941 — January 1942

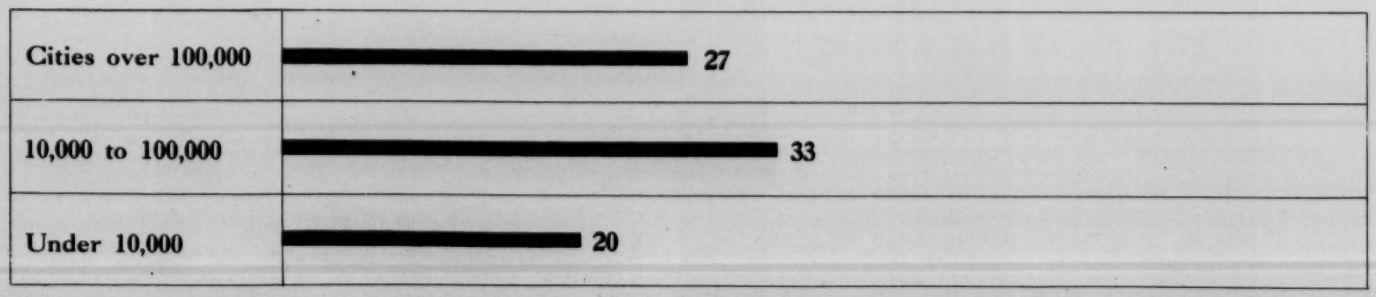
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.







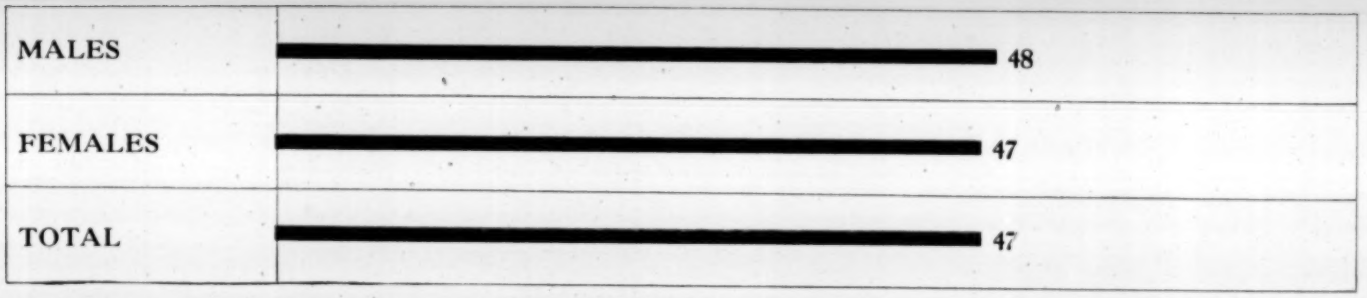


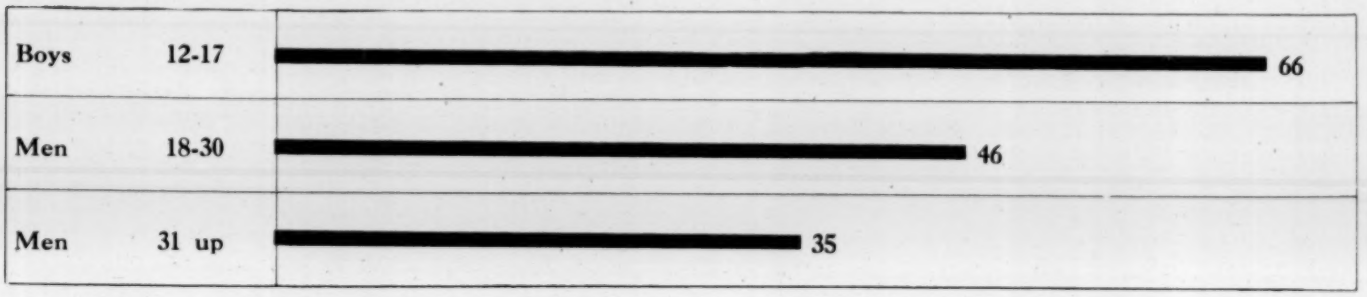


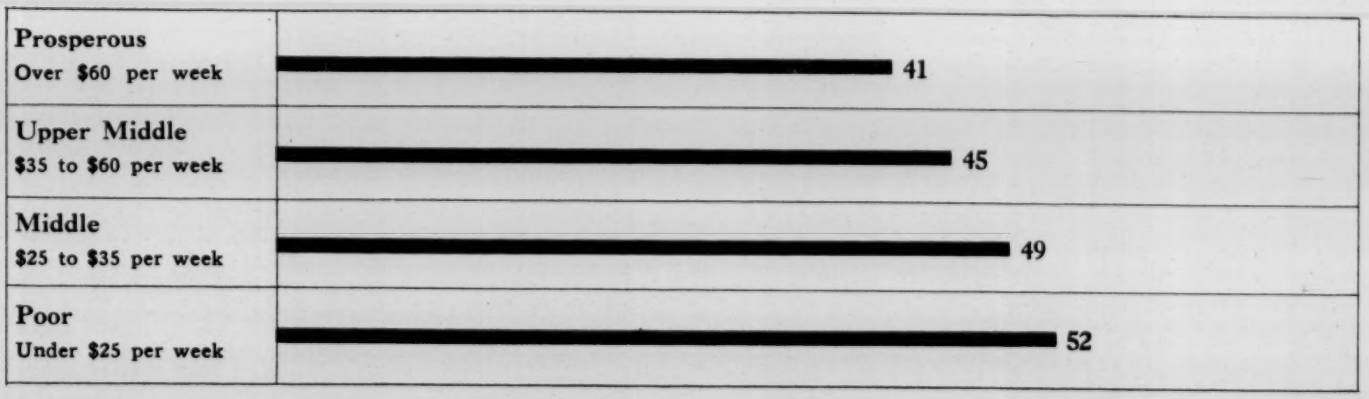
ROONEY, Mickey

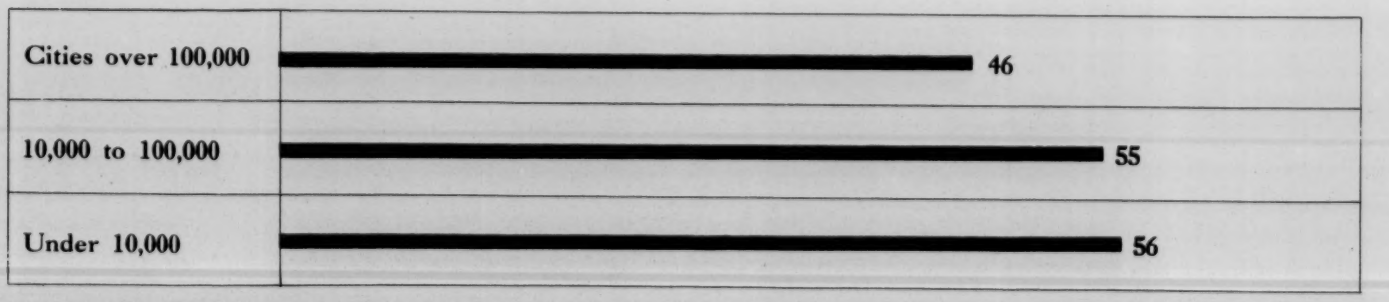
October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.





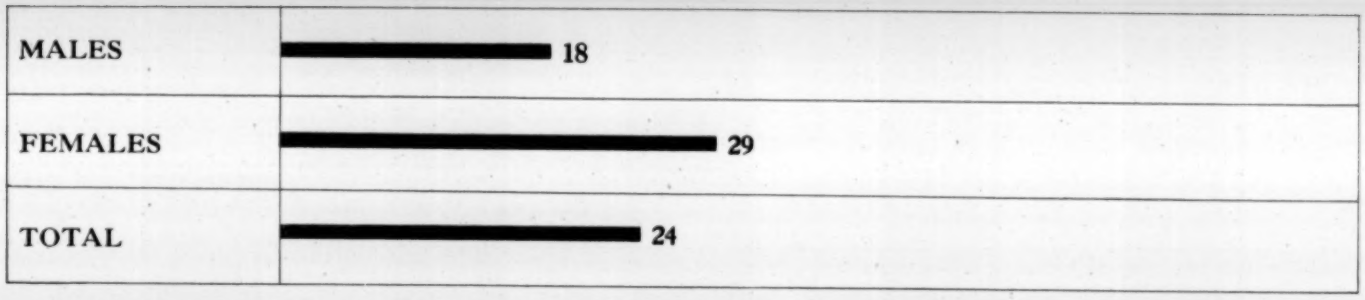


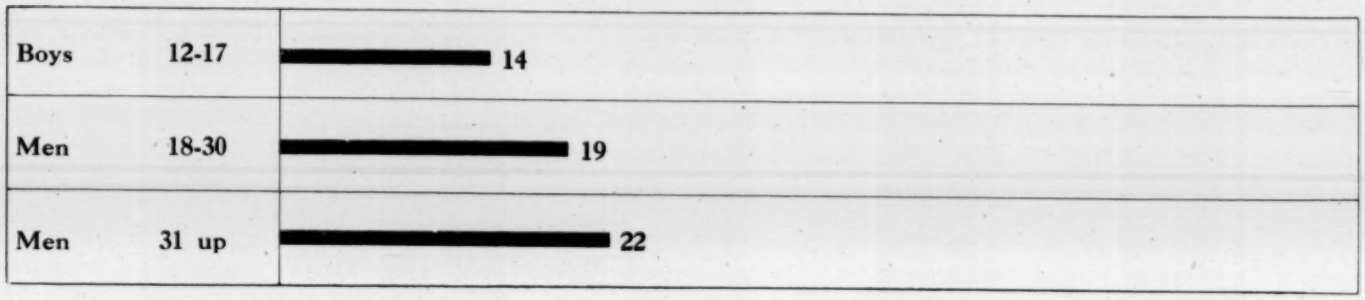


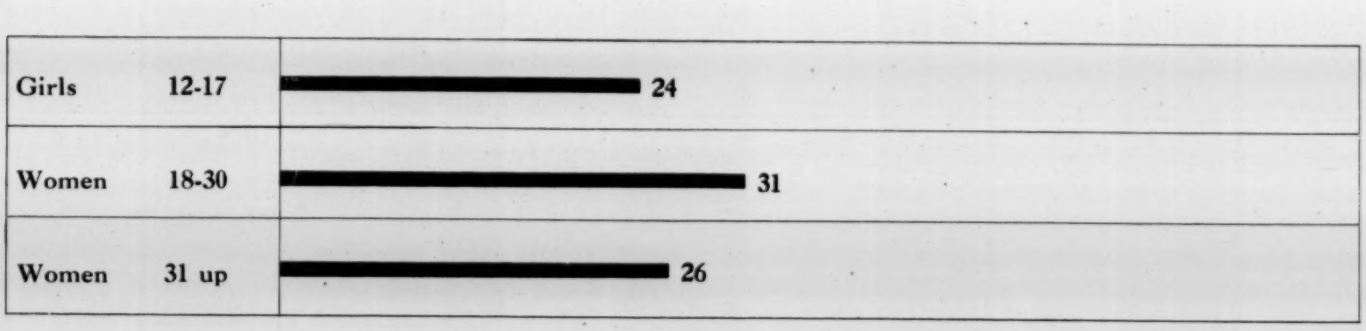
RUSSELL, Rosalind

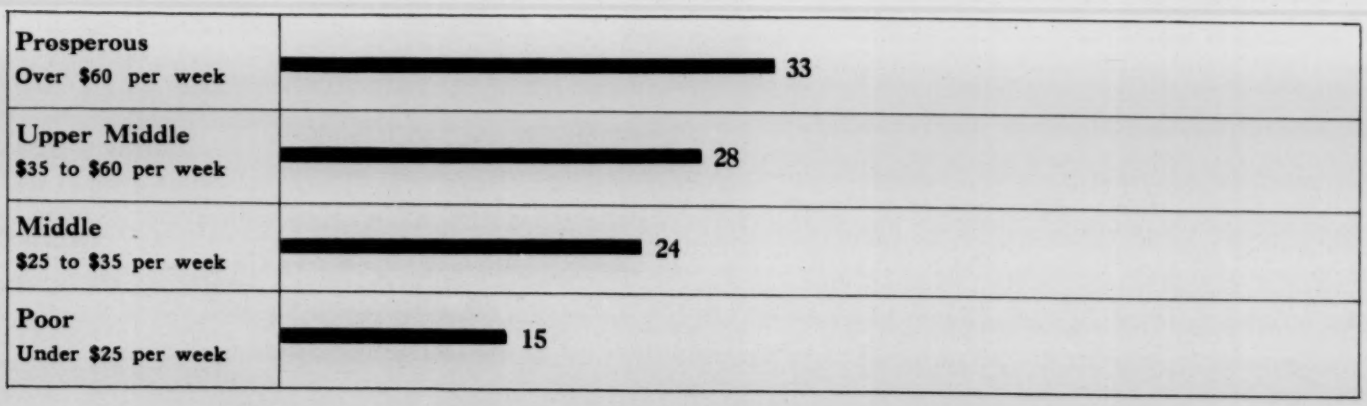
October 1941 — January 1942

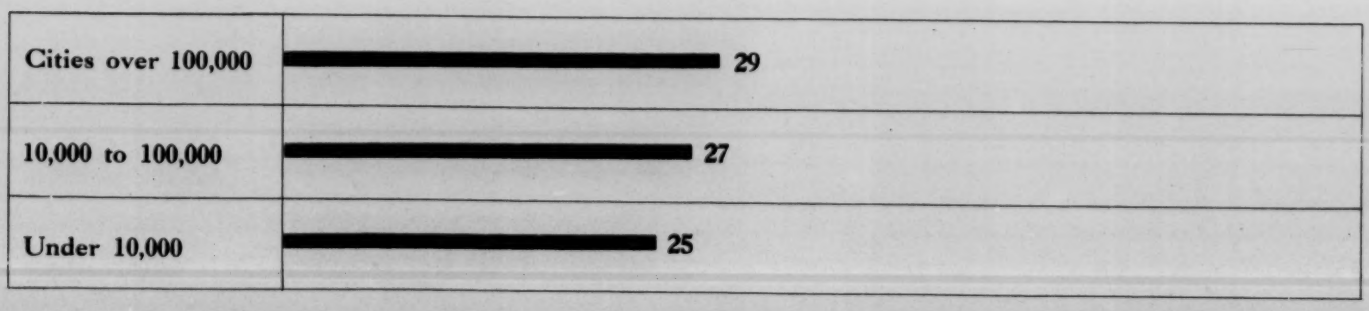
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.











SANDERS, George

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	8
FEMALES	8
TOTAL	8

Boys 12-17	11
Men 18-30	9
Men 31 up	5

Girls 12-17	8
Women 18-30	9
Women 31 up	8

Prosperous Over $60 per week	11
Upper Middle $35 to $60 per week	10
Middle $25 to $35 per week	7
Poor Under $25 per week	7

Cities over 100,000	10
10,000 to 100,000	6
Under 10,000	4

SCOTT, Martha

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	5
FEMALES	13
TOTAL	10

Boys 12-17	4
Men 18-30	4
Men 31 up	8

Girls 12-17	14
Women 18-30	12
Women 31 up	13

Prosperous Over $60 per week	13
Upper Middle $35 to $60 per week	11
Middle $25 to $35 per week	8
Poor Under $25 per week	8

Cities over 100,000	12
10,000 to 100,000	12
Under 10,000	12

SCOTT, Randolph

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	12
FEMALES	8
TOTAL	10

Boys	12-17	15
Men	18-30	12
Men	31 up	11

Girls	12-17	9
Women	18-30	9
Women	31 up	6

Prosperous Over $60 per week	8
Upper Middle $35 to $60 per week	11
Middle $25 to $35 per week	9
Poor Under $25 per week	11

Cities over 100,000	11
10,000 to 100,000	10
Under 10,000	9

SHEARER, Norma

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	14
FEMALES	26
TOTAL	21

Boys 12-17	5
Men 18-30	14
Men 31 up	23

Girls 12-17	8
Women 18-30	28
Women 31 up	36

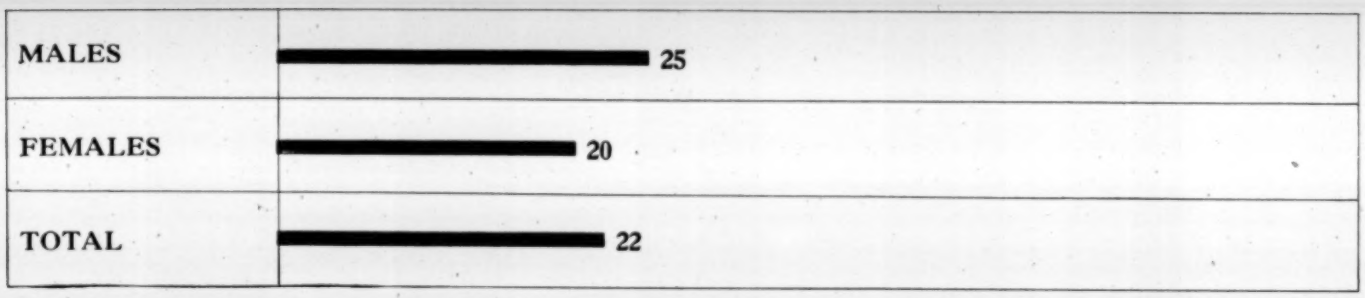
Prosperous Over $60 per week	30
Upper Middle $35 to $60 per week	21
Middle $25 to $35 per week	20
Poor Under $25 per week	18

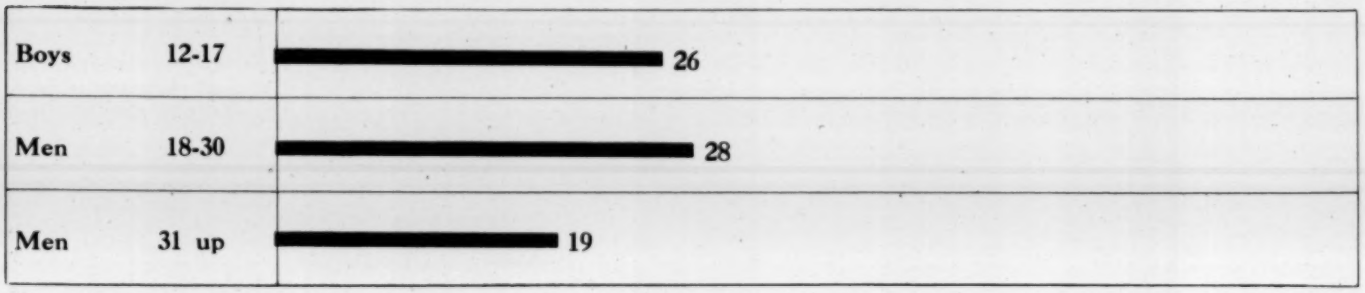
Cities over 100,000	19
10,000 to 100,000	16
Under 10,000	15

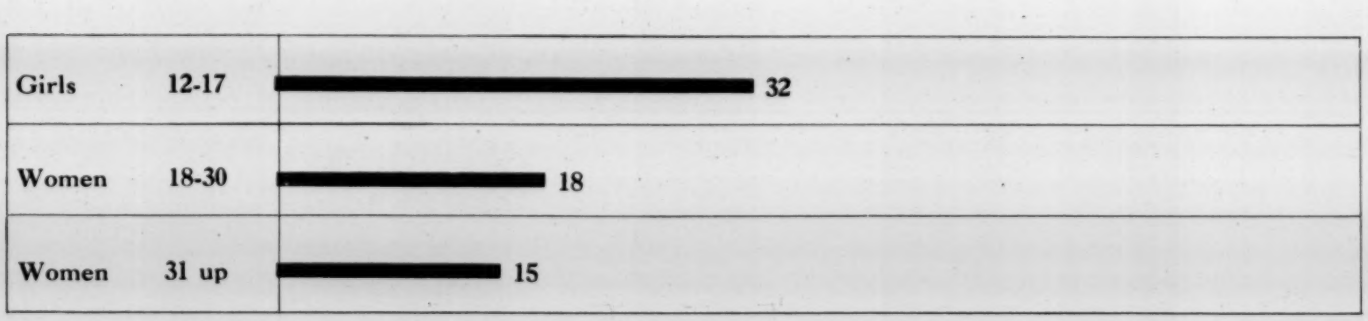
SHERIDAN, Ann

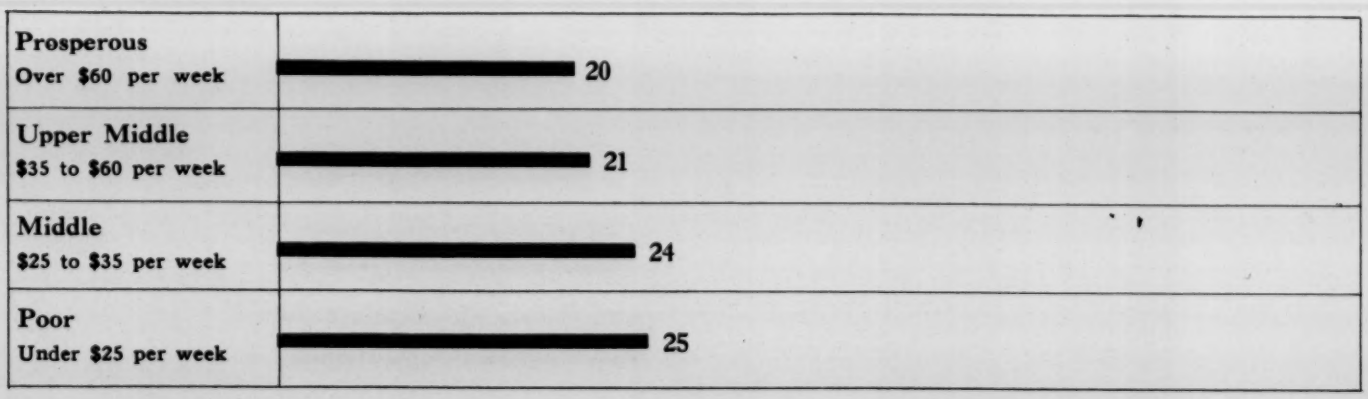
October 1941 — January 1942

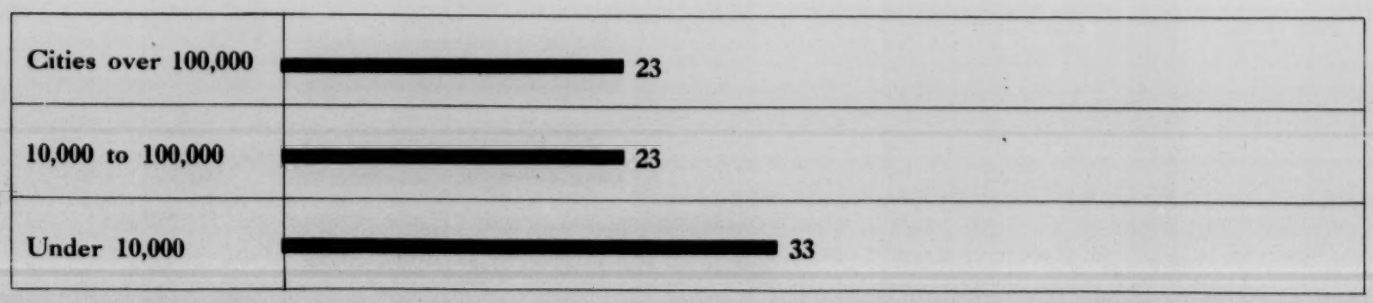
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.











SHIRLEY, Anne

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	5
FEMALES	8
TOTAL	6

Boys 12-17	6
Men 18-30	5
Men 31 up	4

Girls 12-17	13
Women 18-30	6
Women 31 up	6

Prosperous Over $60 per week	3
Upper Middle $35 to $60 per week	6
Middle $25 to $35 per week	7
Poor Under $25 per week	8

Cities over 100,000	8
10,000 to 100,000	7
Under 10,000	6

SIMMS, Ginny

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	6
FEMALES	7
TOTAL	6

Boys 12-17	6
Men 18-30	7
Men 31 up	3

Girls 12-17	1
Women 18-30	5
Women 31 up	8

Prosperous Over $60 per week	6
Upper Middle $35 to $60 per week	6
Middle $25 to $35 per week	5
Poor Under $25 per week	10

Cities over 100,000	2
10,000 to 100,000	12
Under 10,000	12

SOTHERN, Ann

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	14
FEMALES	17
TOTAL	16

Boys 12-17	13
Men 18-30	15
Men 31 up	12

Girls 12-17	21
Women 18-30	17
Women 31 up	14

Prosperous Over $60 per week	10
Upper Middle $35 to $60 per week	16
Middle $25 to $35 per week	17
Poor Under $25 per week	17

Cities over 100,000	18
10,000 to 100,000	16
Under 10,000	13

STANWYCK, Barbara

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	19
FEMALES	29
TOTAL	25

Boys 12-17	13
Men 18-30	18
Men 31 up	24

Girls 12-17	20
Women 18-30	32
Women 31 up	32

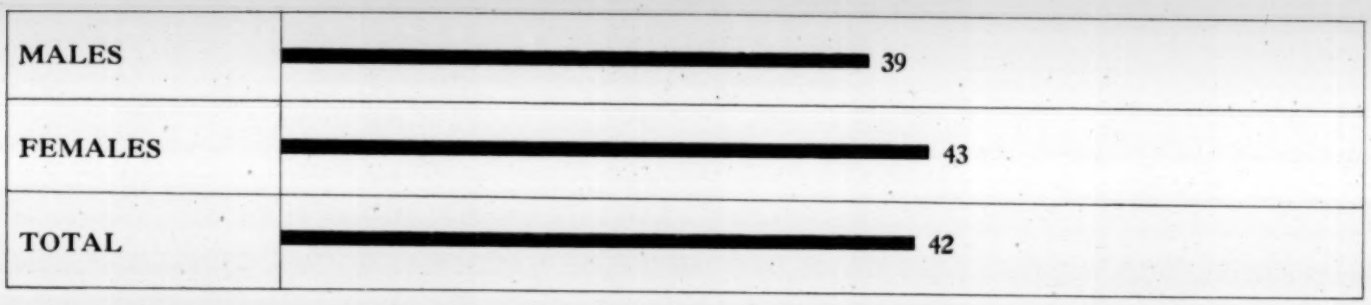
Prosperous Over $60 per week	27
Upper Middle $35 to $60 per week	25
Middle $25 to $35 per week	25
Poor Under $25 per week	24

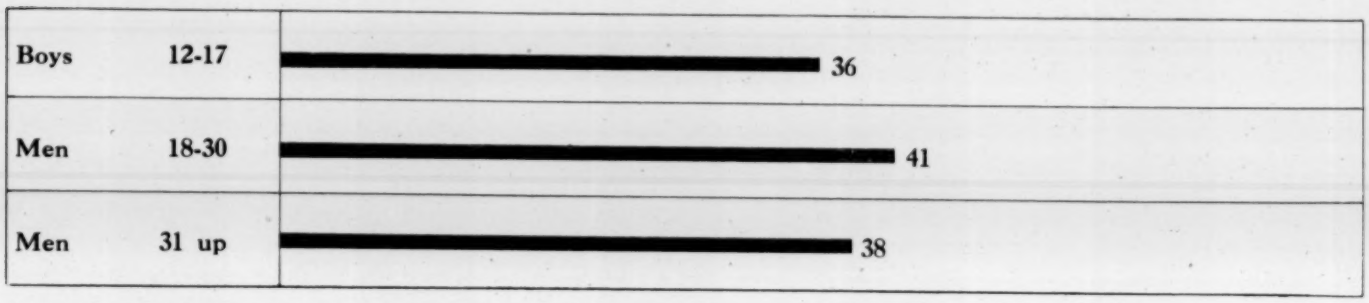
Cities over 100,000	25
10,000 to 100,000	32
Under 10,000	18

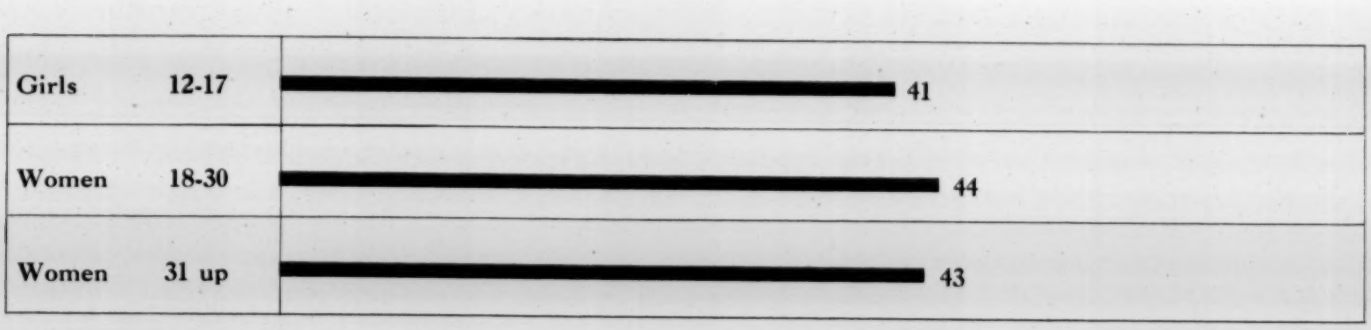
STEWART, James

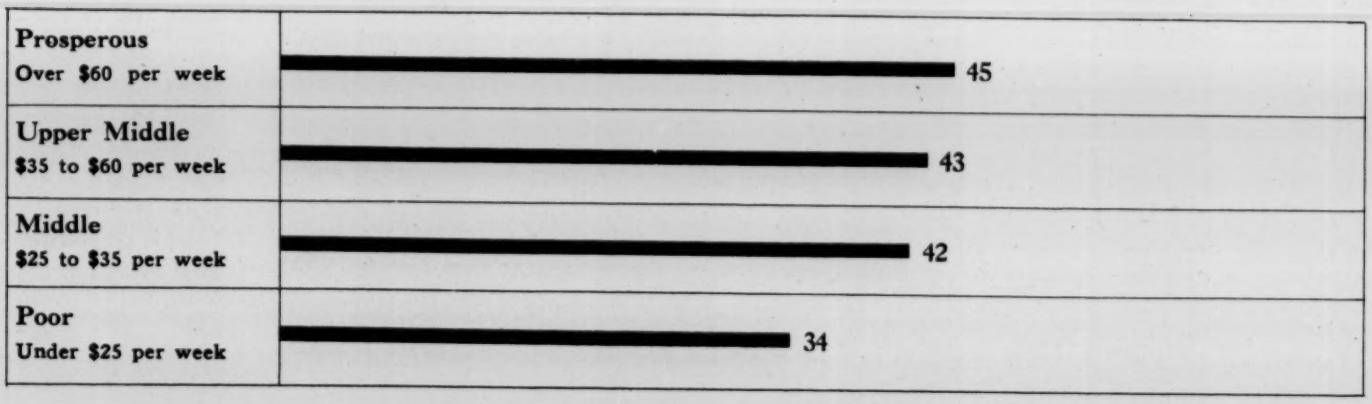
October 1941 — January 1942

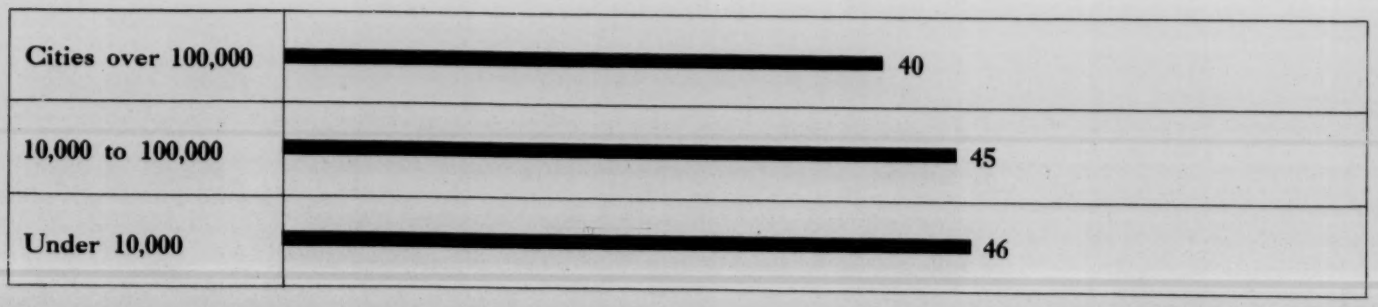
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.











SULLAVAN, Margaret

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	10
FEMALES	21
TOTAL	16

Boys 12-17	4
Men 18-30	11
Men 31 up	11

Girls 12-17	13
Women 18-30	27
Women 31 up	16

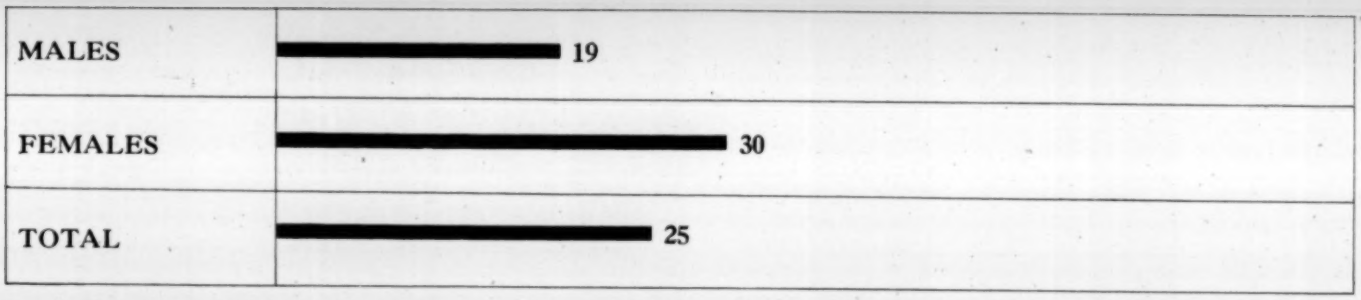
Prosperous Over $60 per week	15
Upper Middle $35 to $60 per week	20
Middle $25 to $35 per week	16
Poor Under $25 per week	11

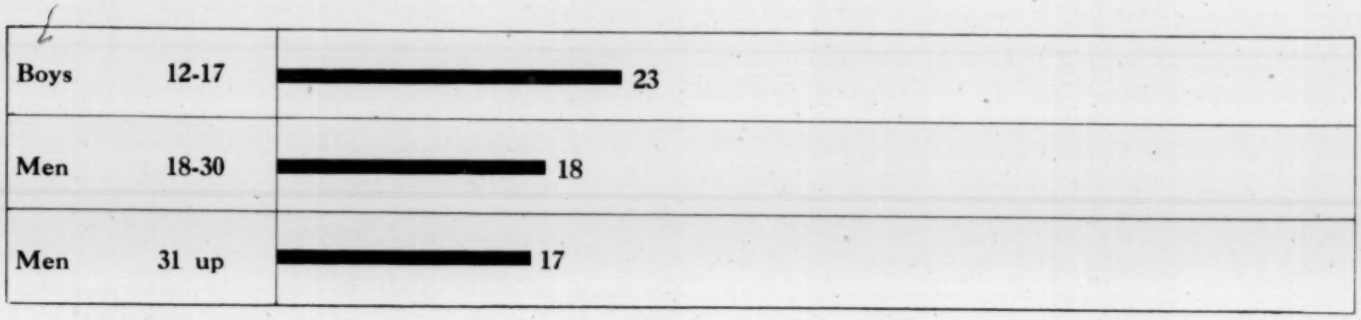
Cities over 100,000	17
10,000 to 100,000	16
Under 10,000	13

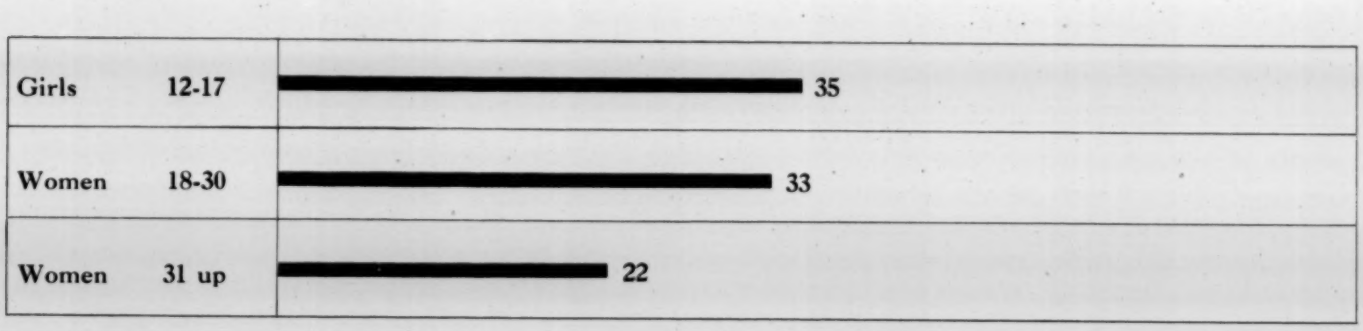
TAYLOR, Robert

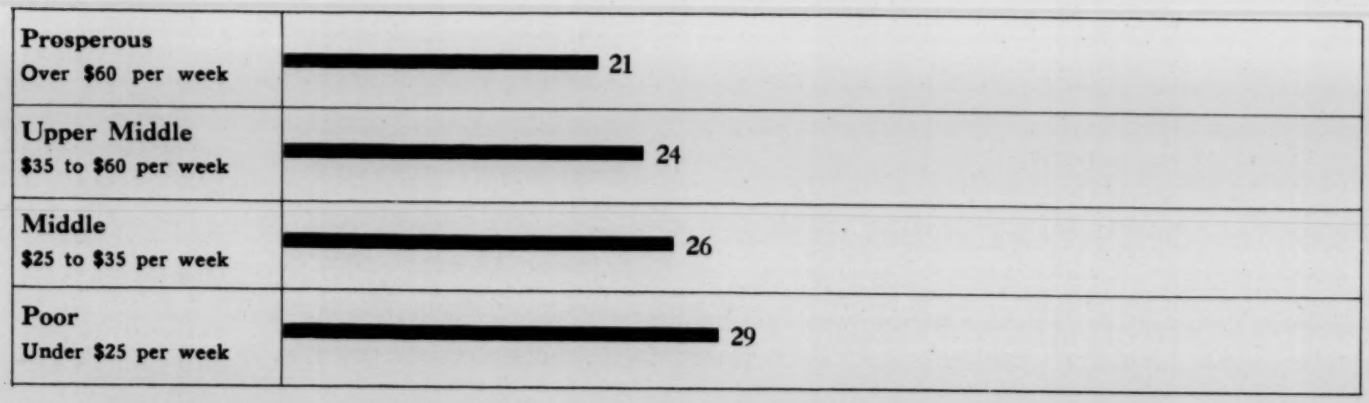
October 1941 — January 1942

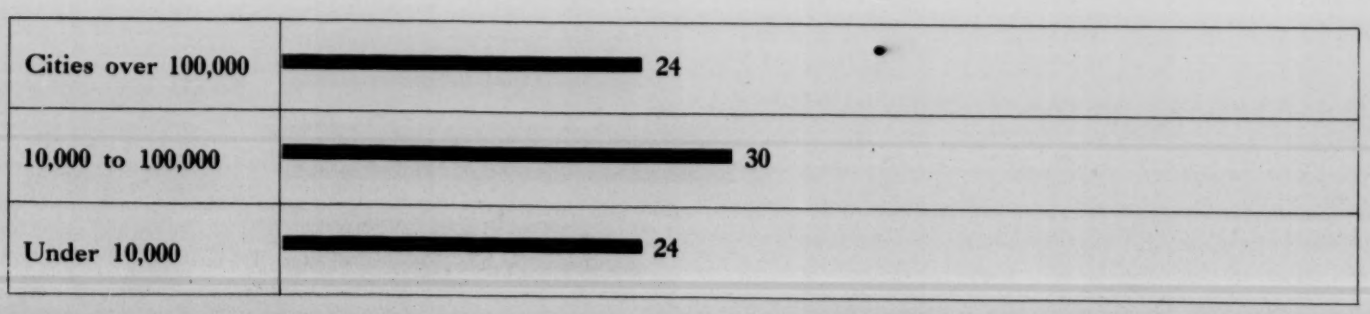
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.











TEMPLE, Shirley

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	8
FEMALES	14
TOTAL	11

Boys 12-17	10
Men 18-30	5
Men 31 up	13

Girls 12-17	15
Women 18-30	10
Women 31 up	19

Prosperous Over $60 per week	12
Upper Middle $35 to $60 per week	10
Middle $25 to $35 per week	11
Poor Under $25 per week	16

Cities over 100,000	12
10,000 to 100,000	9
Under 10,000	12

TIERNEY, Gene

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	15
FEMALES	12
TOTAL	13

Boys 12-17	16
Men 18-30	17
Men 31 up	8

Girls 12-17	23
Women 18-30	11
Women 31 up	5

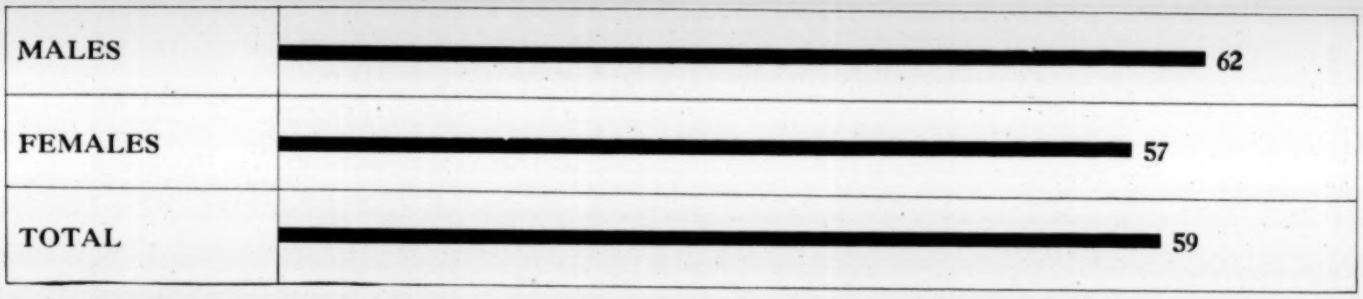
Prosperous Over $60 per week	16
Upper Middle $35 to $60 per week	11
Middle $25 to $35 per week	14
Poor Under $25 per week	12

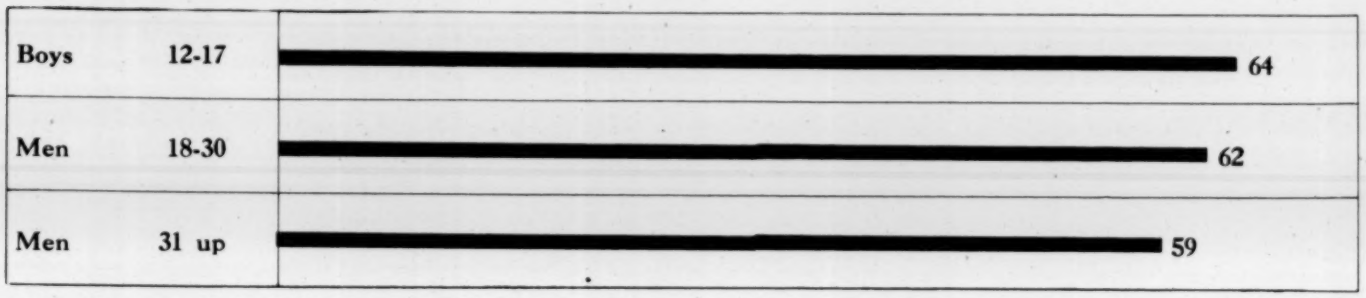
Cities over 100,000	11
10,000 to 100,000	14
Under 10,000	15

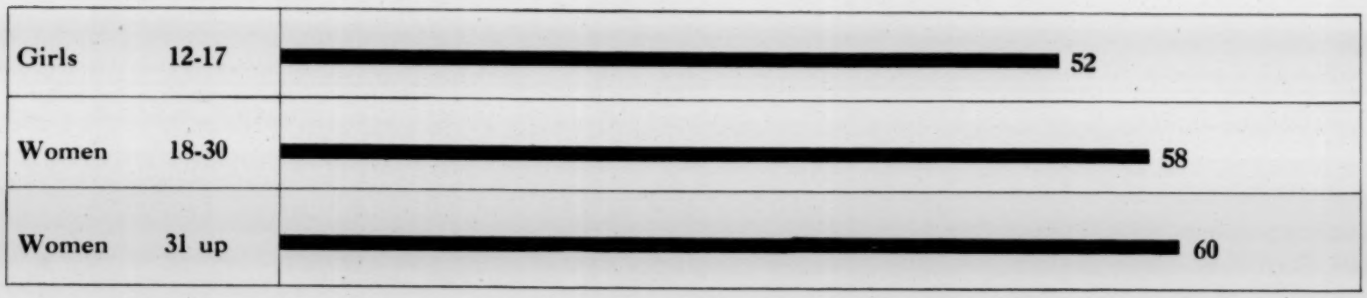
TRACY, Spencer

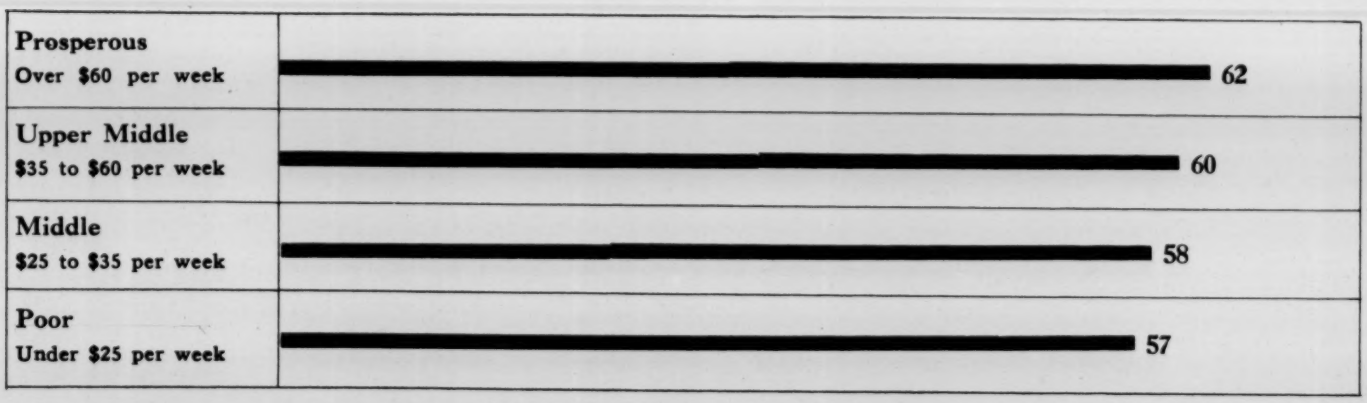
October 1941 — January 1942

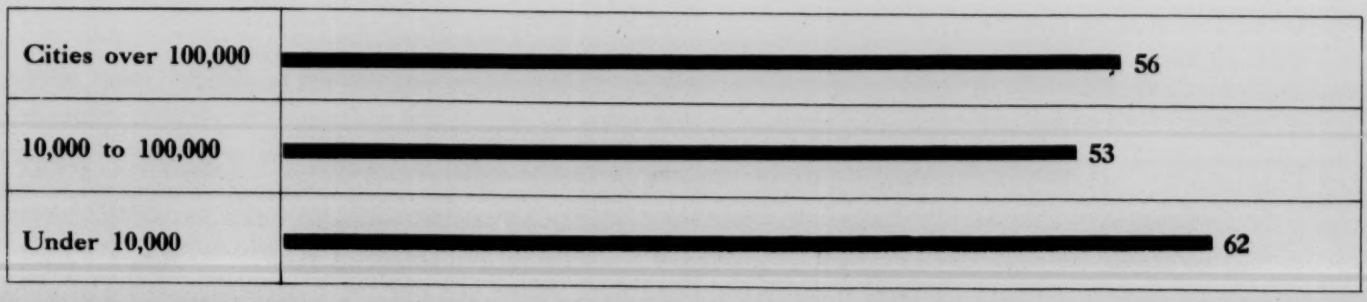
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.











TURNER, Lana

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	25
FEMALES	24
TOTAL	25

Boys 12-17	27
Men 18-30	29
Men 31 up	14

Girls 12-17	42
Women 18-30	25
Women 31 up	11

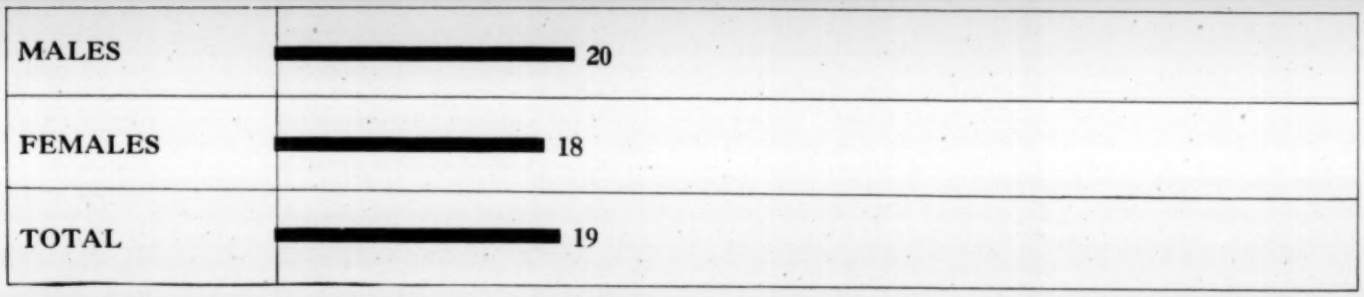
Prosperous Over $60 per week	26
Upper Middle $35 to $60 per week	25
Middle $25 to $35 per week	24
Poor Under $25 per week	22

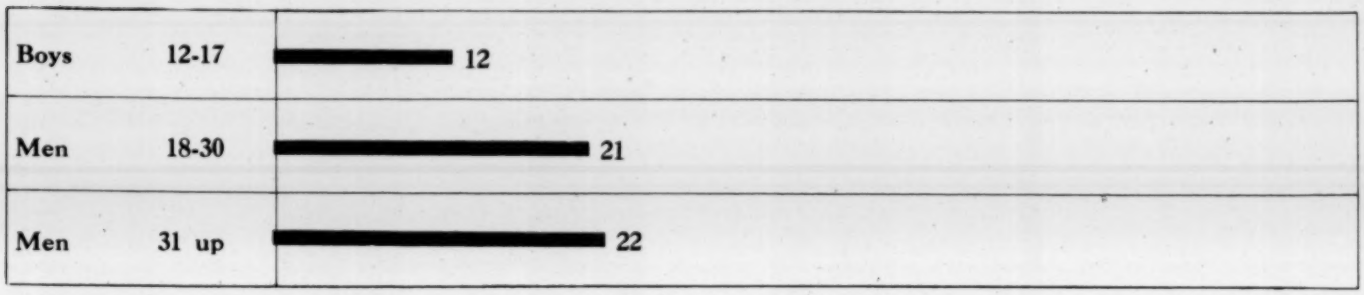
Cities over 100,000	25
10,000 to 100,000	35
Under 10,000	32

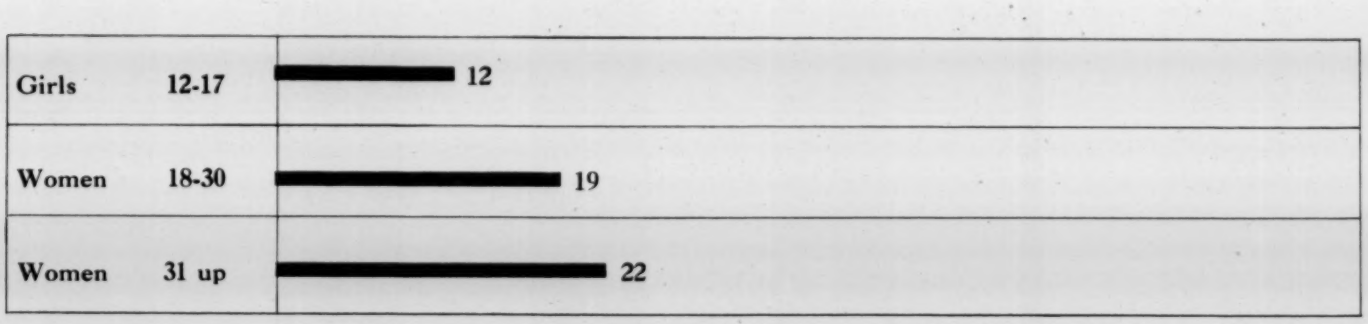
WELLES, Orson

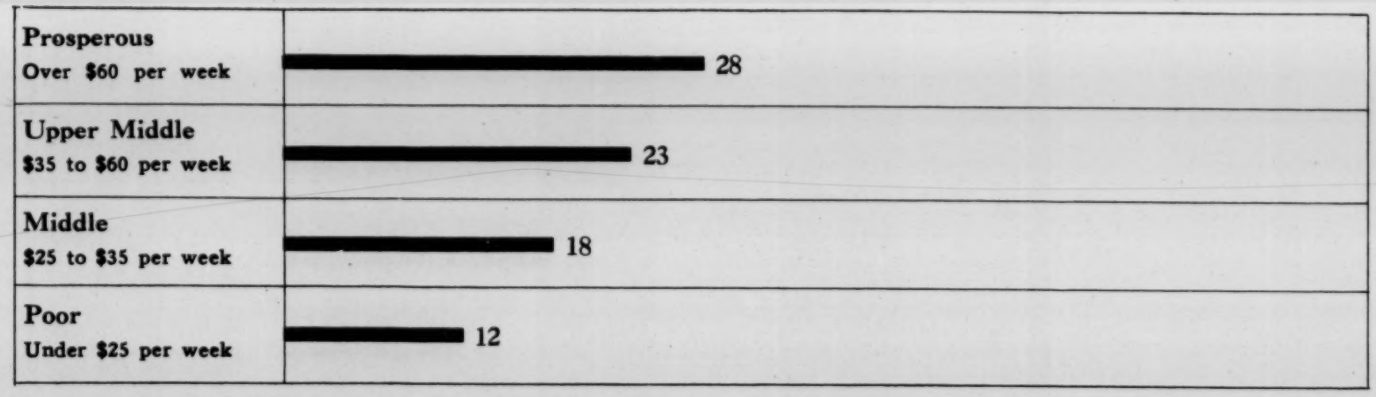
October 1941 — January 1942

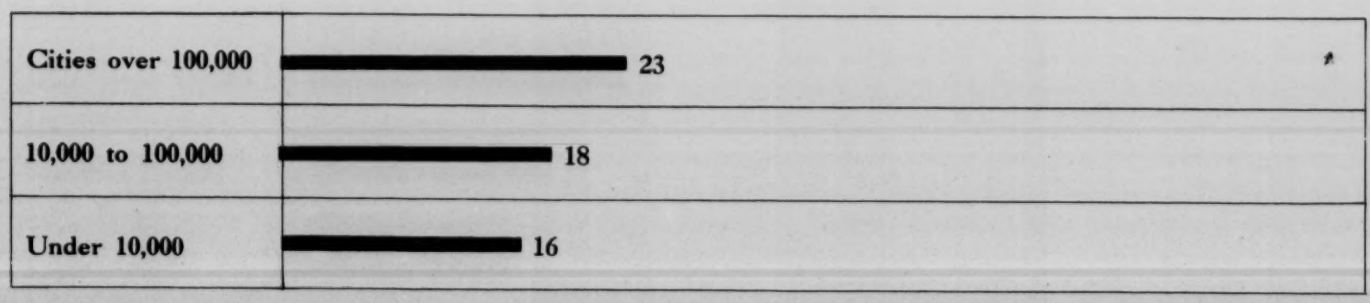
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.







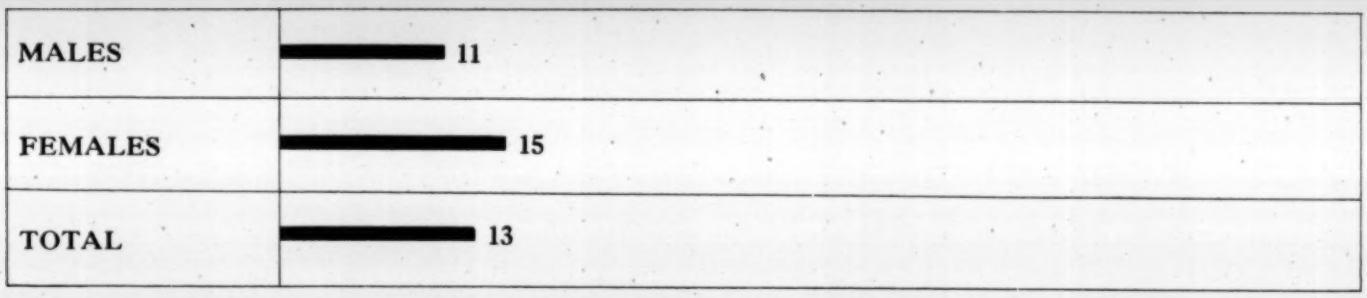


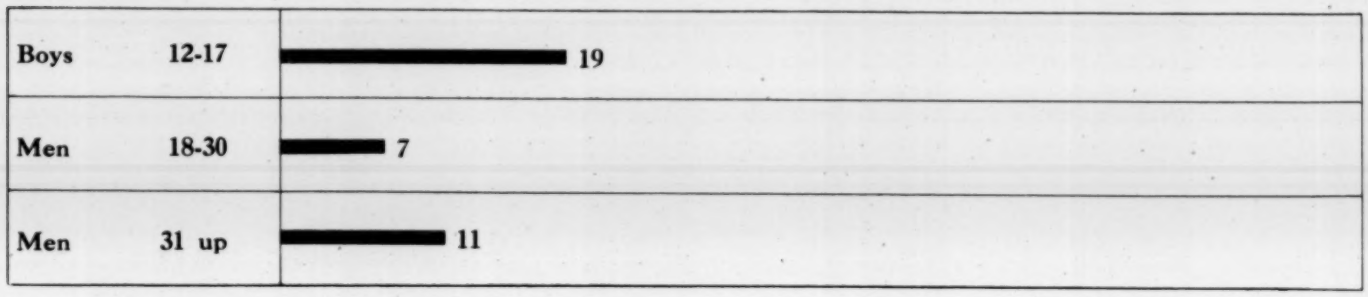


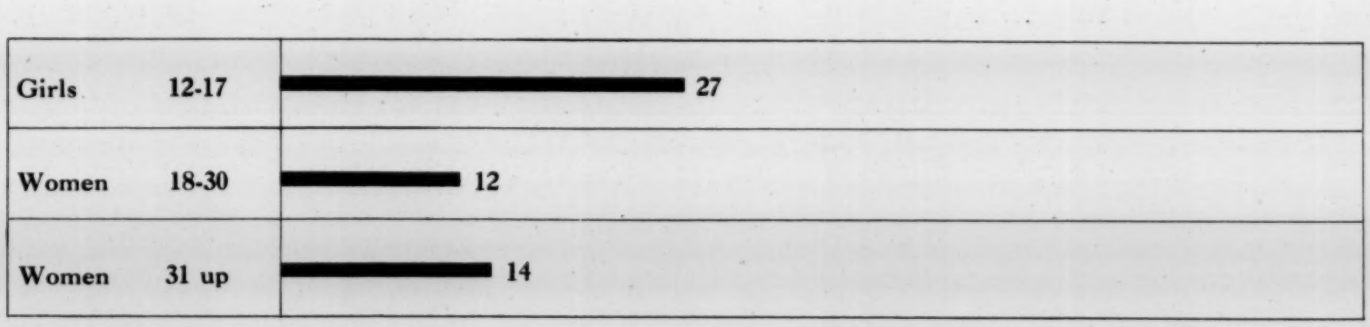
WITHERS, Jane

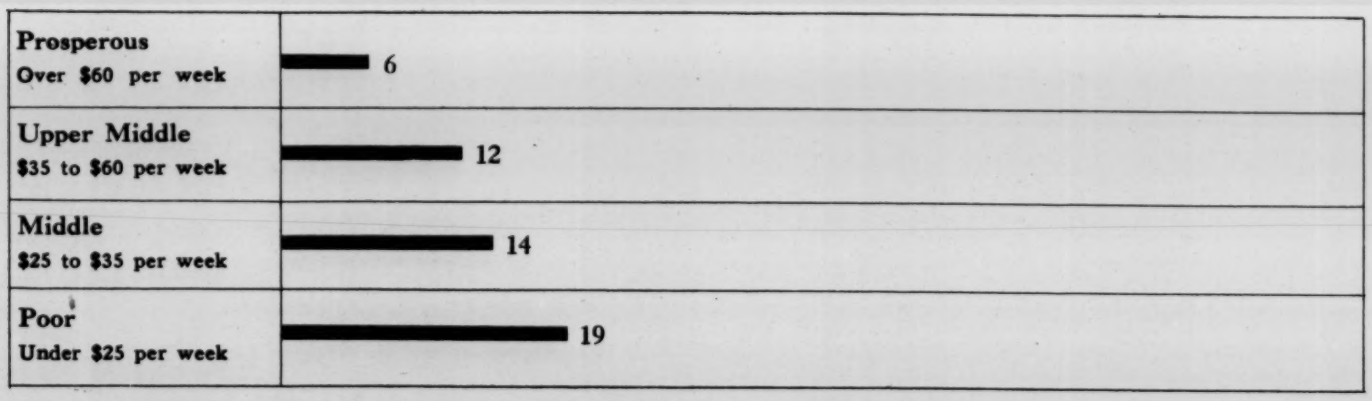
October 1941 — January 1942

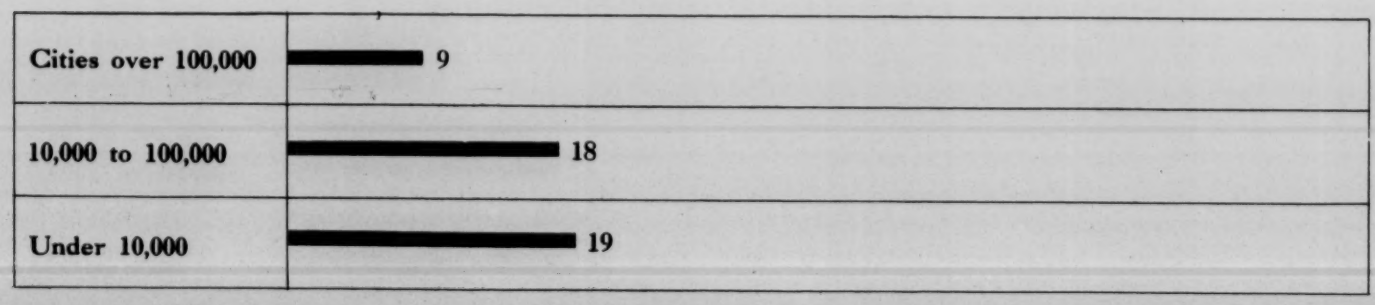
This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.











YOUNG, Loretta

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	14
FEMALES	21
TOTAL	18

Boys 12-17	9
Men 18-30	14
Men 31 up	18

Girls 12-17	13
Women 18-30	22
Women 31 up	24

Prosperous Over $60 per week	16
Upper Middle $35 to $60 per week	20
Middle $25 to $35 per week	18
Poor Under $25 per week	18

Cities over 100,000	17
10,000 to 100,000	22
Under 10,000	18

YOUNG, Robert

October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	13
FEMALES	15
TOTAL	15

Boys 12-17	13
Men 18-30	15
Men 31 up	12

Girls 12-17	15
Women 18-30	16
Women 31 up	13

Prosperous Over $60 per week	13
Upper Middle $35 to $60 per week	15
Middle $25 to $35 per week	15
Poor Under $25 per week	14

Cities over 100,000	15
10,000 to 100,000	22
Under 10,000	14